

January 2, 1964

ERNEST LEE JAHNCKE JR. TO HEAD NBC'S
TEMPORARY POLITICAL BROADCAST UNIT

Ernest Lee Jahncke Jr., Vice President, Standards and Practices, National Broadcasting Company, has been selected to head NBC's temporary Political Broadcast Unit, it was announced today by David C. Adams, Senior Executive Vice President, National Broadcasting Company.

The Political Broadcast Unit will function in administering political sponsorships on NBC's television and radio networks and Owned Station facilities during the 1964 political campaign year.

Pending activation of this unit, Mr. Jahncke will continue to serve in his current capacity. When the unit is activated, he will devote his full time to it with the temporary title of Vice President, Political Broadcast Unit.

During the period when the unit is active, NBC's Standards and Practices will be under the supervision of Carl M. Watson, Director, Broadcast Standards, and John A. Cimperman, Director, Practices.

Mr. Jahncke joined NBC Dec. 30, 1959, as Director, Standards. He was promoted to Director, Standards and Practices, in October, 1960, and assumed full supervision of the department the following month. He was named Vice President, Standards and Practices, in November, 1961.

He had previously been Vice President and Assistant to the President of Edward Petry & Co. Inc., and from 1952 to 1957 held this same title with the American Broadcasting Company.

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During World War II, he served on active duty with the United States Naval Reserve. He was with NBC's Traffic and Station Relations Departments from 1937 to 1941.

Mr. Jahncke is a graduate of the United States Naval Academy. He lives with his wife and four children in Greenwich, Conn.

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NBC-New York, 1/2/64

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LEVER BROS. CO. BUYS SPONSORSHIP IN 'CONCENTRATION'

PROGRAM FOR SIXTH CONSECUTIVE YEAR

Lever Bros. Company's purchase of sponsorship in NBC-TV's "Concentration" for the sixth consecutive year was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The Lever Bros. order runs throughout 1964. The firm first purchased sponsorship in "Concentration" Aug. 25, 1958, when the program premiered on the NBC-TV Network.

The order for Lever Bros. was placed by Sullivan, Stauffer, Colwell & Bayes.

Hugh Downs is host of "Concentration," which tests a player's good memory and imagination. The program is broadcast Monday through Friday from 11 to 11:30 a.m. EST. Players compete for prizes by solving a word picture.

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ROBERT S. DANIELS TO SPEAK AT 'TOOLS OF TRADE' FORUM

Robert S. Daniels, Manager of Videotape Operations, NBC-TV, will be a guest speaker at a "Tools of the Trade" forum Wednesday night, Jan. 8, sponsored by the New York Chapter of the National Academy of Television Arts and Sciences.

The seminar, planned to acquaint producers, directors, writers and performers with new television techniques, will be held at CBS Studio 50. Mr. Daniels will describe the latest techniques in color videotape editing, and demonstrate an "animation table" developed at NBC-TV in Burbank, Calif., for use with live cameras.

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NBC-New York, 1/2/64

NBC TELEVISION NETWORK NEWS

"BOSTON'S MEMORIAL TO JOHN F. KENNEDY"

TO BE TWO-HOUR NBC TELECAST

Boston Symphony to Perform Mozart Work During
Mass Celebrated by Cardinal Cushing

A performance by the Boston Symphony Orchestra of Mozart's "Requiem Mass in D Minor" during a Solemn Pontifical Requiem High Mass in memory of President John F. Kennedy at Boston's Holy Cross Cathedral will be televised live in a special two-hour program, "Boston's Memorial to John F. Kennedy," on the NBC-TV Network, including WNBC-TV, Sunday, Jan. 19 (10 a.m. to 12 noon EST).

Richard Cardinal Cushing, Archbishop of Boston, will celebrate the Mass. He will be assisted by students of St. John's Seminary.

The Boston Symphony Orchestra will be under the direction of Erich Leinsdorf, who has invited Sara Mae Endich, soprano; Eunice Alberts, contralto; Nicholas DiVirgilio, tenor, and Mac Morgan, baritone, to be the soloists for the performance. The orchestra also will be joined for the occasion by 180 members of three Boston choruses: the New England Conservatory Chorus, the Harvard-Radcliffe Choral Society and the Chorus Pro Musica.

Federal, state and local officials and members of the clergy have been invited to attend this special service.

PROGRAM HIGHLIGHT JAN. 19

BOSTON'S MEMORIAL TO JOHN F. KENNEDY: A performance of Mozart's "Requiem Mass in D Minor" by the Boston Symphony Orchestra and a Solemn Pontifical Requiem High Mass celebrated by Richard Cardinal Cushing will be telecast live from Boston's Holy Cross Cathedral.

-----o----- NBC-New York, 1/2/64

NBC TELEVISION NETWORK NEWS

January 2, 1964

AUDREY MEADOWS TO BE SPECIAL GUEST STAR ON PREMIERE OF 'THAT WAS THE WEEK THAT WAS'

Audrey Meadows will be the special guest star on the premiere program of NBC-TV's new weekly show, "That Was the Week That Was," Friday, Jan. 10 (9:30-10 p.m. EST).

The actress-comedienne, who won an Emmy for her portrayal of the wife in Jackie Gleason's "The Honeymooners," is a TV and Broadway headliner. She starred opposite Phil Silvers in "Top Banana" on Broadway. On TV she was a regular on the "Bob and Ray Show" and "Masquerade Party," and was featured on the "Sid Caesar Show" with Art Carney, and on the Steve Allen and the Dinah Shore programs.

Others on "TWTWTW" are Elliott Reid, host; Henry Morgan and David Frost as featured members of the cast, and Nancy Ames as the "TW3 Girl."

PROGRAM HIGHLIGHT JAN. 10

THAT WAS THE WEEK THAT WAS: Premiere -- A satirical revue of current events, with Audrey Meadows as special guest star and regulars Elliott Reid, Henry Morgan, David Frost and Nancy Ames.

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January 2, 1964

SENATE LEADERS AND NBC NEWSMEN TO PARTICIPATE

IN PROGRAM, 'PROBLEMS OF THE PRESIDENCY'

Senate Majority Leader Mike Mansfield (D.-Mont.) and Senate Minority Leader Everett Dirksen (R.-Ill.) will be interviewed in a highlight of "The Problems of the Presidency," a special NBC News program examining critical questions facing President Johnson and his administration, on NBC-TV Sunday, Jan. 5 (10-11 p.m. EST).

Senators Mansfield and Dirksen, who will evaluate the chances of success for President Johnson's program in Congress, will be interviewed by NBC News' Congressional correspondent Ray Scherer.

Others participating on the program, to discuss some of the administration's foreign policy problems, will include NBC News correspondents Joseph C. Harsch (London), Wilson Hall (South America), George Clay (Africa) and John Rich (Tokyo).

Frank McGee will be the narrator and Chet Hagan the producer of the telecast. There will also be special reports and commentary by Chet Huntley, David Brinkley, Sander Vanocur and Nancy Dickerson.

PROGRAM HIGHLIGHT JAN. 5

PROBLEMS OF THE PRESIDENCY: Senate Majority Leader Mike Mansfield, Senate Minority Leader Everett Dirksen and NBC News correspondents from the U.S. and overseas will examine critical questions facing President Johnson.

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IMOGENE COCA, STAR OF 'GRINDL,' SET FOR
CROSS-COUNTRY PERSONAL APPEARANCE TOUR

Imogene Coca, star of NBC-TV's "Grindl" series (Sundays, 8:30-9 p.m. EST) has been set for a cross-country personal appearance tour, it was announced today.

Miss Coca will begin her tour with her arrival in San Francisco from Hollywood on Jan. 9. Then, the comedy star will visit Seattle-Tacoma (Jan. 10), Kansas City, Mo. (Jan. 13), Cincinnati (Jan. 14), Wheeling (Jan. 15), Norfolk (Jan. 16), and Miami (Jan. 17). Following two days in Miami, Miss Coca will return to Hollywood Jan. 19.

During her visits to these cities, the NBC star will appear on television and radio programs and will be interviewed by newspaper and magazine writers. Also, she will attend local civic and sports events.

The tour has been arranged by the NBC Promotion Department in conjunction with Screen Gems, producers of "Grindl," and Rogers & Cowan.

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NBC-New York, 1/2/64

NBC RADIO NETWORK NEWS

January 2, 1964

'EMPHASIS' TO MARK FOURTH ANNIVERSARY WITH SPECIAL PROGRAM

"Emphasis" -- the series of comment by NBC Newsmen on events, trends and personalities -- broadcast 40 times a week on the NBC Radio Network (including WNBC) -- will mark its fourth anniversary with a special 15-minute radio program Sunday, Jan. 5 (6:15 p.m. EST). The program will feature Chet Huntley, and will include verbal essays by NBC News correspondents Edwin Newman, Frank McGee and John Chancellor.

"Emphasis" is a five-minute program presented eight times a day, Monday through Friday, over the 200 affiliated stations in the NBC Radio Network. It is under direction of NBC Radio producer Leonard Probst.

NBC WILL PRESENT FILM COPY OF NETWORK'S FULL TV COVERAGE OF EVENTS
FROM ASSASSINATION OF PRESIDENT KENNEDY THROUGH FUNERAL
TO THE LIBRARY OF CONGRESS, AT ITS REQUEST
FOR RELEASE MONDAY, JAN. 6

At the request of the Library of Congress, the National Broadcasting Company will make available to the Library of Congress a film copy of NBC's complete television coverage of the events beginning with the assassination of the late President Kennedy on Nov. 22, 1963, and continuing through his funeral. The NBC coverage spanned four days and totaled 71 hours, 36 minutes.

The request was made by L. Quincy Mumford, Librarian of Congress, to Robert E. Kintner, President of NBC. Mr. Mumford wrote:

"The tragic events of Nov. 22, 1963, and the succeeding days will always be etched in the minds of the American people. We feel, therefore, that it is our special duty to gather and preserve a visual record of these events. The distinguished television coverage by the National Broadcasting Company, from the time of our late President's assassination through his funeral, should be made a part of this permanent record.

"We are hopeful that you might now, as you have so generously in the past, be able to make available to the Library of Congress a film copy of the events recorded in this coverage. Your favorable consideration of this request would enable the Library to perform a service of inestimable value to future generations."

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In his reply, Mr. Kintner said in part:

"We recognize the public and historic value of preserving in the Library of Congress a visual record of these moving events and will be glad to prepare at our expense a film copy of NBC's complete television coverage, which will be presented to the Library of Congress as soon as the preparation of the film copy is completed."

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NBC-New York, 1/3/64

LELAND HAYWARD, EXECUTIVE PRODUCER OF NBC-TV'S

"THAT WAS THE WEEK THAT WAS," AND NETWORK'S

MORT WERNER IN CLOSED-CIRCUIT TV INTERVIEW

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Reporters in 5 Cities Will Question Them Via 2-Way Audio Hookup

And Editors at Affiliate Stations Will "Sit-In"

Television editors and reporters in five cities will interview Leland Hayward, executive producer of the new NBC-TV series, "That Was the Week That Was," and Mort Werner, Vice President, Programs, NBC-TV, on the network's fifth closed-circuit TV press conference of the season Monday, Jan. 6 (1-2 p.m. EST).

"That Was the Week That Was" will premiere Friday, Jan. 10 from 9:30 to 10 p.m. EST on NBC-TV Network. Based on the series broadcast until recently in England, "TW3," as it is referred to in short, will be a satirical revue of topical news.

Hayward and Werner will be located in a New York TV studio for the closed circuit and will be questioned by reporters in five cities -- Boston, Chicago, Cleveland, Schenectady and Washington, D.C. --- via two-way audio circuits. The conversations will be carried over closed circuit to NBC-TV affiliate stations, permitting TV editors across the country to "sit in."

Arranged by NBC's Promotion Department, the interview series has previously presented Chet Huntley and David Brinkley, Joey Bishop and members of his cast, Andy Williams, and Mitch Miller.

Hayward and Werner will be interviewed by Mrs. Jerrie Atkin of the Gary (Ind.) Post-Tribune, Bill Barrett of the Cleveland Press, Cathleen Carmody of the Catholic Standard in Washington,

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Les Carpenter of Variety in Washington, John Cuno of the Christian Science Monitor, Arthur Fetridge of the Boston Herald, Everett Finch of the Schenectady Union-Star, Bernie Harrison of the Washington Evening Star, Bill Irvin of the Chicago American, Tony La Camera of the Boston Record American, Harry Landon of Radio-TV Daily in Washington, Lawrence Laurent of the Washington Post, Edward LeClair of the Albany Times Union, Bert Reesing of the Cleveland Plain Dealer, Eleanor Roberts of the Boston Traveler, Percy Shain of the Boston Globe, Lloyd Stoyer of the Akron Beacon-Journal, Terry Turner of the Chicago Daily News, Kurt Wachenheim of the Albany Knickerbocker News and Larry Wolters of the Chicago Tribune.

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NBC-New York, 1/3/64

NBC-TV NETWORK PROGRAM

DORO MERANDE ADDED TO PREMIERE CAST
OF 'THAT WAS THE WEEK THAT WAS'

Doro Merande has been added to the performers on the premiere of NBC-TV's "That Was the Week That Was" Friday, Jan. 10 (9:30 to 10 p.m. EST).

She portrayed a Southampton society matron in one of the comedy skits on NBC-TV's special one-hour preview of "TWTWTW" last November.

The veteran actress is featured in the current motion picture, "The Cardinal." She has made numerous guest appearances on television, including a running role in the series, "Bringing Up Buddy."

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NBC-New York, 1/3/64

NBC RADIO NETWORK NEWS

January 3, 1964

"BOSTON'S MEMORIAL TO JOHN F. KENNEDY" WILL BE
TWO-HOUR PRESENTATION ON THE NBC RADIO NETWORK

"Boston's Memorial To John F. Kennedy" will be broadcast on the NBC Radio Network, including WNBC, Sunday, Jan. 19 (10 a.m. to 12 noon EST.)

(As announced earlier, "Boston's Memorial to John F. Kennedy" will also be telecast on the NBC Television Network, including WNBC-TV, Sunday, Jan. 19, 10 a.m.--12 noon, EST.)

Richard Cardinal Cushing, Archbishop of Boston, will celebrate the Mass, assisted by students of St. John's Seminary. The Boston Symphony Orchestra, under the direction of Erich Leinsdorf, will perform Mozart's "Requiem Mass in D Minor" during the Solemn Pontifical Requiem High Mass in memory of the late President Kennedy at Boston's Holy Cross Cathedral.

Sara Mae Endich, soprano; Eunice Alberts, contralto; Nicholas DiVirgilio, tenor; and Mac Morgan, baritone, will be the soloists for the performance. The orchestra also will be joined for the occasion by 180 members of three Boston choruses: the New England Conservatory Chorus, the Harvard-Radcliffe Choral Society and the Chorus Pro Musica.

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NBC COLOR TELEVISION NEWS



January 3, 1964

CREDITS FOR NIGHTTIME "YOU DON'T SAY!" ON NBC-TV

Time: NBC-TV color broadcasts, Tuesdays, 8:30-9 p.m. EST.

Premiere Date: Jan. 7, 1964.

Format: Nighttime version of daytime audience-participation show. Two teams composed of guest celebrities and members of the studio audience participate in guessing the names of famous people, using incomplete sentences as clues. (Daytime program is telecast Monday through Friday, 3:30-4 p.m. EST).

Master of ceremonies: Tom Kennedy

Creators and co-producers: Ralph Andrews and Bill Yagemann

Director: Stuart W. Phelps

Announcer: Jay Stewart

Unit manager: P. Dean Reed

Makeup: Claude Thompson

Technical director: Clair McCoy

Audio: Art Brearley

Lighting: Bud Wilkins

Video: Jerry Smith

Production by: Ralph Andrews and Bill Yagemann in association with Desilu and NBC

Sponsors (and Agencies): Brown & Williamson Tobacco Corp. (Post-Keyes-Gardner, Inc.) and Colgate-Palmolive Co. (D'Arcy Advertising Company)

Origination: NBC Color Studios, Burbank, Calif.

NBC Press Representatives: Doug Gordon, Burbank; Hal Bender, New York.

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NBC FEATURE

HUGE GLOBAL MILEAGE REGISTERED BY NBC NEWS CORRESPONDENTS ASSEMBLED FOR ANNUAL REVIEW PROGRAM AND 10-CITY PERSONAL APPEARANCE TOUR

One thing is for sure: NBC News correspondents get around.

Eight of them, for example, will have traveled over 150,000 miles before January is out, just to give televiewers and luncheon audiences across the land the inside story of their news beats.

They assembled for NBC's year-end report and forecast, "Projection '64," and will be making a 14-day, 10-city speaking tour that ends Jan. 16. ("Projection '64" was telecast in color on NBC-TV Dec. 29, and broadcast on NBC Radio Dec. 30.)

James Robinson, NBC News correspondent in Southeast Asia, leads in distance covered. He flew 8,051 miles from Saigon, will be covering 8,847 miles on the tour, and then will fly the 8,051 miles back to his post. The grand total is 24,949 miles.

Others who will rack up impressive travel statistics are George Clay (Nairobi), 19,049; Wilson Hall (Rio de Janeiro), 18,487; Welles Hangen (Bonn), 16,769; Joseph C. Harsch (London), 15,765; Bernard Frizell (Paris), 16,091; John Rich (Tokyo), 13,470, and Irving R. Levine (Rome), 8,546.

Levine, who is assigned to cover the Pope's trip to the Holy Land, and Rich, who hustled back to his base in Japan, did not join the others on the speaking tour. Hence, Pauline Frederick, U.N. correspondent, and Elie Abel, State Department correspondent, joined the tour roster. Filling in on the panel for the tour, they will cover the 8,847 miles between podiums in Pittsburgh, Omaha, Detroit, Chicago, Philadelphia, New York, New Orleans, Los Angeles, Boston and Washington.

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January 3, 1964

CAST, CREDITS AND SYNOPSIS OF 'LUCIA di LAMMERMOOR,'
TWO-HOUR COLOR PRODUCTION BY NBC OPERA COMPANY

Gaetano Donizetti's opera "Lucia di Lammermoor" will be presented in English in a two-hour color production by the NBC Opera Company Sunday, Jan. 19 on the NBC-TV Network (2-4 p.m. EST). The opera is based on the novel "The Bride of Lammermoor" by Sir Walter Scott. Following are cast and credits:

CAST

Lucia di Lammermoor.....Linda Newman, coloratura soprano
Edgardo of Ravenswood, her lover.....Michael Trimbel, tenor
Enrico, Lord Ashton, Lucia's brother...Richard Torigi, baritone
Raimondo, a priest.....Chester Watson, bass-baritone
Arturo, Lord Bucklaw.....Jerold Siena, tenor
Alicia, Lucia's companion.....Joan Caplan, mezzo-soprano
Normanno, Ashton's retainer.....Nico Castel, tenor
CONDUCTOR.....ALFRED WALLENSTEIN

* * *

CREDITS

Producer.....Samuel Chotzinoff
Director.....Kirk Browning
English translation.....Anne Grossman
Set Designer.....Robert Wightman
Assistant to producer.....Fred Popper

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Lighting.....Allan Posage
Associate Director.....Rodger Wolf
Technical Director.....Jack Coffey
Audio.....Phil Falcone
Audio consultant.....David Sarser
Costumes.....Noel Taylor
Makeup.....Bob O'Bradovitch
NBC Press Representative....Leonard Meyers,
New York.

* * *

SYNOPSIS

Lucia di Lammermoor is in love with Edgar of Ravenswood. They pledge their troth in an exchange of rings in a secret meeting in a garden. Lucia's brother Enrico, Lord Ashton, is an enemy of the Ravenswood family. His fortunes are at a low ebb, and his position is threatened. To bolster his position, he forces Lucia to marry Lord Arturo Bucklaw, a powerful ally. He had used a forged letter to convince Lucia that Edgardo was false to their vows. Edgardo returns just after the signing of the wedding contract and denounces Lucia. Lucia goes mad and murders her new husband. She dies. Edgardo learns of her innocence, and kills himself.

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NBC-New York, 1/3/64

January 6, 1964

HOW NBC NEWS PROVIDED SWIFT COVERAGE
OF THE POPE'S VISIT TO THE HOLY LAND

Same-day television coverage of the pilgrimage of Pope Paul VI to the Holy Land highlighted NBC News' coverage of the event on the NBC-TV Network this past weekend (Jan. 4-5) and on the "Today" show this morning (Jan. 6).

First films of Pope Paul arriving in Amman, Jordan, on Saturday, transmitted to the United States via transatlantic cable, were shown on "Sander Vanocur's Saturday Night Report" at 6 p.m. EST. Also seen on the NBC News program was television tape coverage of Pope Paul's departure from Rome's Fiumicino Airport Saturday morning.

First film of Pope Paul's arrival at Megiddo, in Israel, on Sunday, where he was greeted by Israeli President Zalman Shazar, also transmitted to the U. S. by cable, was shown on NBC-TV's "Sunday" program (3-4 p.m. EST). Also included on "Sunday" were scenes, transmitted earlier by the Relay communications satellite, of Pope Paul at the Stations of the Cross and saying mass in the Church of the Holy Sepulchre in the Jordanian sector of Jerusalem. Using television tape which arrived in the U. S. just a half-hour earlier, "Sunday" presented the entire statement which Pope Paul read in English on arriving in Jordan. Other "Sunday" features in connection with the Pope's visit included an interview with the Most Rev. Edigio Vagnozzi, Papal Representative to the U. S.

On the "Today" show this morning, a full-hour (the 8-9 a.m. segment of the 7-9 a.m. EST program) was devoted to a wrapup

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of the Pope's visit. Using television tape that arrived by jet at Kennedy International Airport just hours earlier, and which was edited and transmitted by a mobile unit at the airport, "Today" showed the Pope's arrival in Israel and greeting by the Israeli President, his visit to Nazareth, where he was seen celebrating mass at the new Church of the Annunciation, and at the Sea of Galilee. "Today" reporter Paul Cunningham, at the airport, narrated.

Other tape showed the Pope's arrival in Jordan, the motorcade to Jerusalem during which the Pope stopped at the River Jordan, at the Stations of the Cross, and celebrating mass at the Church of the Holy Sepulchre.

An audio recording of part of the Pope's speech in French at the Church of the Nativity earlier this morning before he returned to Rome was heard on "Today." Afterwards, "Today" host Hugh Downs and Frank Blair interviewed the Rev. C. J. McNapsy, associate editor of the Jesuit weekly magazine America, on the significance of the speech.

NBC News TV coverage of the historic visit continued in a special half-hour program later today, "Pope Paul in the Holy Land," from 4:30 to 5 p.m. EST, and in a full-hour color special, "The Pope's Pilgrimage" Wednesday, Jan. 8 (9-10 p.m. EST).

The NBC Radio Network covered Pope Paul's trip to the Holy Land on Saturday and Sunday (Jan. 4 and 5) in direct audio reports from NBC News correspondents in Jordan and Israel on "Monitor" and "News-On-The-Hour." Correspondents who reported included John Chancellor, Irving R. Levine, Alvin Rosenfield and Frank Bourgholtzer.

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NBC-New York, 1/6/64

NBC RADIO NETWORK NEWS

MAJOR PROBLEMS FACING WORLD IN 1964 TO BE ASSESSED IN NBC NEWS

RADIO SPECIAL FROM N.Y. PANEL OF CORRESPONDENTS' TOUR

Major problems facing the world during 1964 will be assessed in the special radio program to be broadcast on the NBC Radio Network (including WNBC) on Thursday, Jan. 9 (9:30-10 p.m. EST)

The program, with Chet Huntley as moderator and seven NBC News correspondents forming a panel, will be under the auspices of the World Affairs Center of the Foreign Policy Association. It will originate in the grand ballroom of the Hilton Hotel in New York City.

Correspondents participating will be Joseph C. Harsch, London; Bernard Frizell, Paris; Welles Hangen, Bonn; John Rich, Tokyo; James Robinson, Hong Kong; George Clay, Africa, and Wilson Hall, South America.

The broadcast will originate at the New York portion of a 10-city tour being made by the correspondents who gathered from their posts around the world for the special program, "Projection '64," on NBC-TV Dec. 29 and on NBC Radio Dec. 30. Previous to their New York City appearance, they spoke at luncheons in Pittsburgh, Omaha, Detroit, Chicago and Philadelphia. After it, they will go to New Orleans, Los Angeles, Boston and Washington for similar appearances prior to returning to their assignments overseas.

RADIO PROGRAM HIGHLIGHT JAN. 9

"PROBLEMS OF 1964": NBC News correspondents assess major world problems in a special program from New York. Chet Huntley is moderator.

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NBC-New York, 1/6/64

January 7, 1964

GLIDDEN CO. BUYS 12-WEEK SATURATION CAMPAIGN
ON 'TODAY,' 'TONIGHT' AND 'SUNDAY' SHOWS

The Glidden Company has purchased a 12-week saturation campaign on NBC-TV's "Today," "Tonight" and "Sunday" programs beginning the end of March, it was announced today by William F. Storke, Director, NBC Participating Programs Sales.

"The Glidden order represents a major endorsement of our shows' selling power and of our stars, Johnny Carson, Hugh Downs and Frank Blair," said Mr. Storke. The Glidden order calls for a Spring campaign of multiple weekly participations on both "Today" and "Tonight" and weekly sponsorship of "Sunday" beginning March 29.

This campaign marks Glidden's return to network television for the first time in several years, and it intends to use live commercials on all three shows, plus the color facilities on "Tonight" to display its Spred Satin paint colors. Products to be featured on all three programs are Homogenized Spred Satin and Homogenized Spred House Paint. The Glidden order was placed through Meldrum & Fewsmith, Inc. in Cleveland, Ohio.

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NBC TRADE NEWS

January 7, 1964

NBC FILMS SYNDICATING 'CAR 54, WHERE ARE YOU?'

"Car 54, Where Are You?" the comedy series that New York Daily News columnist Ben Gross called the "comedy hit of the season" after it premiered on NBC-TV in September, 1961, has been obtained for syndication by NBC Films Inc., it was announced today by Morris Rittenberg, President.

The popular series was created and produced by Nat Hiken.

In making a joint announcement of the completion of negotiations for syndicating the program, Howard Epstein, President of Eupolis Productions Inc., the producing company, hailed NBC Films as "offering the most substantial and experienced organization for handling a major product like 'Car 54'."

The agreement involves 60 half-hour programs of the series and, Mr. Rittenberg said, they will be offered on a market-by-market basis for U. S. syndication immediately. (In New York City, "Car 54, Where Are You?" premiered on WABC-TV on Saturday, Jan. 4).

The program will also be added to the growing list of top series and programs being syndicated for distribution around the world by NBC International's overseas operation.

The program has been aptly described as "cops without robbers," stressing character and comedy. It stars the comedy team of Joe E. Ross and Fred Gwynne, who is now featured in the musical, "Here's Love," on Broadway.

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NBC-New York, 1/7/64

NBC TELEVISION NETWORK NEWS

January 7, 1964

<p>'SMOKING AND HEALTH,' FULL-HOUR NBC NEWS SPECIAL ON CIGARETTE ISSUE, TO BE TELECAST JAN. 11</p>
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"Smoking and Health," a full-hour program on the cigarette controversy, will be telecast Saturday, Jan. 11 (7:30-8:30 p.m. EST) on the NBC-TV Network.

Producer Chet Hagan and his staff have been preparing the special program for several months. The telecast Jan. 11 is scheduled in connection with the release, at noon that day, of Surgeon General Luther L. Terry's report on smoking and its relation to health.

The tobacco industry, the fifth largest industry in the United States, produces 528 billion cigarettes every year. Hagan's program will include statements on the relation between smoking and health by some of the nation's leading researchers.

This NBC News special also will include: Excerpts from the surgeon general's noon news conference, at which the results of the research that office has made will be announced; a report from Roswell Park Memorial Institute in Buffalo, N. Y., which is one of the world's largest cancer research centers and the first laboratory devoted solely to cancer study. In this film report, the Institute's researchers will be seen at work, and Marshall Duguay of the Institute staff will be seen lecturing about smoking before high school classes in the Institute's educational program. An Institute spokesman will also be seen addressing a women's club in Buffalo. The Institute's smoking withdrawal research clinic, conducted by Dr. Charles Ross, will also be shown in operation.

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Among other participants in the program will be Dr. Clarence Cook Little, scientific director of the Tobacco Industry Research Committee, who will be seen giving the industry's views on the research before release of the surgeon general's report Saturday; Dr. Joseph T. Doyle, director of the Albany, N. Y., Cardio-Vascular Health Center, where research has been conducted since 1952 on the effect of smoking on heart disease; George V. Allen, president of the Tobacco Institute, who will be seen giving comment he made before release of the surgeon general's report.

Producer Hagan plans to invite Allen to appear live on the Jan. 11 special for any additional comments he might have on the report. In other filmed reports, Dr. Alton Ochsner Sr. of the Ochsner Clinic and Hospital in New Orleans, one of the nation's eminent chest surgeons and author of many articles on smoking and health, will discuss the effects of smoking; and Dr. E. Cuyler Hammond of the American Cancer Society will be seen making a recent report before the American Medical Association on the relationship between smoking and health.

Dr. Ernest L. Wynder of the Sloan-Kettering Institute for cancer research, one of the pioneer researchers in the field, also will appear on the program. Dr. Charles Dunlap, chairman of the Department of Pathology, Tulane University, will talk on the disparities in statistical evidence on smoking and health. Dr. Douglas Sprunt, chairman of the Department of Pathology of the University of Tennessee Medical School, will discuss experiments he had conducted based on the theory that cancer is caused by infectious material.

In addition, Congressional spokesmen who have urged legislation on smoking will be interviewed after the Terry report is released.

Jerome Jacobs is associate producer and Gene Farinet news editor of this NBC News special.

(NOTE: "Smoking and Health" pre-empts "The Lieutenant" on this date only.)

NBC COLOR TELEVISION NEWS



January 7, 1964

REPEAT COLOR BROADCAST OF 'THE KREMLIN' SET FOR SUNDAY, JAN. 26

Xerox Corporation Will Sponsor the NBC News Production Again

"The Kremlin," the NBC News color program that tells the story of the Kremlin as it reflects the turbulent history of the Russian people and their rulers, will be repeated on the NBC-TV Network Sunday, Jan. 26 (10-11 p.m. EST).

The telecast will be sponsored by the Xerox Corporation, sponsor of the original program on May 21, 1963, and of a repeat on June 4.

An unprecedented response from the public and from television critics following the original presentation of "The Kremlin" was the major factor in scheduling the first repeat only two weeks after the first showing, an event described at the time as unique in television history. Critics had described the program as "stunning," "remarkable," "eminently educative" and "fascinating."

"The Kremlin" re-creates events that took place in the Kremlin, the seat of Russian authority, during five centuries -- from the early Moscow princes to Czar Peter the Great. The Soviet era of the Kremlin is illustrated in scenes of Lenin's apartment, the Palace of Congresses, the meeting hall of the Supreme Soviet, and the burial places of leaders of the Bolshevik Revolution just outside the Kremlin walls.

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The telecast is introduced by NBC News correspondent Frank Bourgholtzer, who is seen walking across Red Square and entering the Kremlin through historic Spasski gate. He is shown climbing the staircase of the Grand Kremlin Palace and being greeted by Lieutenant General Andrei Vedenin, Commandant of the Kremlin and an authority on its history.

Also shown is Premier Khrushchev (entering St. George's Hall to attend a state reception), the Lenin Mausoleum, the Armory museum, the Cathedral of the Assumption, the Spasski tower guarding the main entrance to the Kremlin, the Annunciation and Archangel Cathedrals and the Palace of Facets.

The great halls, the living quarters of the Czars, the paintings, icons, thrones, weapons, robes and uniforms still preserved in the Kremlin are used in a dramatic re-telling of the Kremlin's history from its 12th Century origins as a stockade overlooking the Moscow River to its modern role as part museum and part headquarters of the Soviet government.

The program is narrated by producer George Vicas, head of the NBC News European production unit, and Bourgholtzer. Associate producer is Lucy Jarvis, NBC News, who negotiated arrangements for the filming with Soviet officials.

-----PROGRAM HIGHLIGHT JAN. 26-----

THE KREMLIN: A repeat telecast of the story of the Kremlin, as it reflects the turbulent history of the Russian people and their rulers. (Color)

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NBC-New York, 1/7/64

NEW AIR DATES FOR TWO 'NBC WHITE PAPERS' ON CUBA

The "NBC White Paper" programs on American foreign policy -- "Cuba: Bay of Pigs" and "Cuba: the Missile Crisis" -- have been rescheduled on NBC-TV. "Cuba: Bay of Pigs" will be telecast Tuesday, Feb. 4 (10-11 p.m. EST), instead of Jan. 26, and "Cuba: the Missile Crisis" will be telecast Sunday, Feb. 9 (10-11 p.m. EST) instead of Feb. 4. (A repeat of "The Kremlin" in color will be the Jan. 26 telecast, 10 to 11 p.m. EST.)

Since the programs are interrelated in their study of two critical phases of American foreign policy concerning Cuba, the importance of televising them in close proximity prompted the new scheduling which puts the telecasts only five days apart.

Presentations of Creative Projects, NBC News, Irving Gitlin, Executive Producer, the two programs on Cuba will be written and produced by Fred Freed.

The Xerox Corporation will sponsor "Cuba: the Missile Crisis."

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NBC-New York, 1/7/64

NBC TELEVISION NETWORK NEWS

Attention, Sports Editors

January 7, 1964

SPORTS AND TV-FILM STARS TO PLAY WITH GOLF PROS

NBC-TV Network to Cover Third and Fourth-Round Action in 23rd

Bing Crosby National Pro-Amateur Golf Tourney Jan. 18-19

Golf-playing celebrities from the sports and entertainment worlds will be playing as amateurs with outstanding golf professionals at the 23rd Bing Crosby National Pro-Amateur Golf Tournament on the Monterey Peninsula in California Jan. 18-19.

Third and fourth-round action at the Pebble Beach Golf Club, one of the three courses along the Pacific Ocean on which the tourney is being played, will be covered by the NBC-TV Network on Saturday and Sunday, Jan. 18 and 19.

NBC-TV will televise play at the final four holes in both the third and fourth rounds. TV times will be 5 to 6 p.m. EST Jan. 18, and 5 to 6:30 p.m. EST Jan. 19.

A starting field of 348 golfers will participate in the 72-hole event, rotating on the first three days between Pebble Beach, Cypress Point and Monterey Peninsula club courses. On the final day, Jan. 19, the low 50 pro-amateur teams, plus ties for 50th place, and any other professionals in contention, play at Pebble Beach.

Sports celebrities among the amateurs will include Jim Brown, Jackie Brandt, Don Drysdale, Alvin Dark, Duffy Daugherty, Jim Davenport, Wayne Hardin, Tom Harmon, Jackie Jensen, John Lujack, Gene Mauch, Ernie Nevers, Albie Pearson, Bob Reynolds, Bill Rigney, Del Shofner, Lee Walls and Bud Wilkinson.

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Among the TV and film stars who will participate are Jim Backus, Ray Bolger, Bob Crosby, Clint Eastwood, Ernie Ford, James Garner, Phil Harris, Howard Keel, Jack Kelly, Fred MacMurray, Gordon MacRae, Dean Martin, Ray Milland, Dennis Morgan, Gary Morton, Donald O'Connor, Dennis O'Keefe, John Raitt, Buddy Rogers and Robert Sterling.

The list of professional golfers in the starting field will be announced this week. The TV commentators also will be announced soon.

This will be the first time NBC-TV is televising play in the Crosby tournament, which is one of the highlights of the Winter golf tour. NBC-TV's two-day coverage is sponsored by Minnesota Mining and Manufacturing Company (3M), through Erwin Wasey, Ruthrauff & Ryan Inc.

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NBC-New York, 1/7/64

NBC TELEVISION NETWORK NEWS

January 7, 1964

'TODAY' SCORES A DOZEN YEARS OF TV ACHIEVEMENT

-- Twelve years on network television.

-- More than 15,000 guests, 7,500 hours of programming and 3,000 individual programs.

These are just some of the impressive statistics garnered by NBC-TV's early-morning "Today" show since it premiered on Jan. 14, 1952.

But the program's stature is not measured in terms of statistics alone. The Monday-through-Friday (7-9 a.m. EST) series -- presided over by host Hugh Downs, with the assistance of Jack Lescoulie, Frank Blair and Pat Fontaine -- continues to receive high critical praise. And it still attracts as its guests important dignitaries from at home and abroad, from kings to politicians, as well as notables in showbusiness, literature, the arts, sports, religion, humor, music, science, fashions and other fields.

Appearances of public figures on "Today" frequently lead to news headlines. For examples, New York's Governor Nelson A. Rockefeller formally announced his candidacy for the Republican nomination for President on the Nov. 7 program. In recognition of the program's influence, New York Times TV critic Jack Gould wrote the following morning that "the NBC program has long been a favorite of politicians."

"For many men in public life...it may be the only television they have time to watch regularly," continued Gould. "Moreover, 'Today' is something of an inter-office memorandum pad in the political community."

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During 1963, the late President John F. Kennedy and Lyndon B. Johnson, then Vice President, headed the list of noted guests who appeared on "Today" when the program televised the Presidential Prayer Breakfast from Washington on Feb. 7.

Also during the year, the program was host to nine cabinet members, three Supreme Court justices, 27 foreign dignitaries (including King Hassan II of Morocco, West Berlin Mayor Willy Brandt and Lord Home (now Sir Alec Douglas-Home, Prime Minister), who at the time was British Foreign Secretary), 29 government heads, five state governors, 42 Senators and 33 representatives.

Most of these personalities were interviewed in Washington by NBC News correspondent Martin Agronsky.

"Today's" flexibility also allowed the program to give extensive coverage to some of the year's big news stories.

The day following President Kennedy's assassination, "Today" presented a special three-hour Saturday morning edition recapping the tragic events of Nov. 22 and presenting reaction around the country and overseas. Then, on Monday, Nov. 25, the program presented two-and-a-half hours from Washington, D. C., reporting the scene in the capital before the funeral.

Earlier in the year, "Today" went on the air nearly six hours earlier than usual, at 1:15 a.m., to cover the space flight of Major L. Gordon Cooper Jr. "Today" continued live until 11 a.m. to report on the flight throughout the regular program, seen 7-9 a.m. in all time zones. This was a total of nearly 10 production hours.

Civil rights was another important "Today" topic during 1963 and "Today" covered it in interviews with Attorney General Robert F. Kennedy, Assistant Attorney General Burke Marshall, Congressmen concerned with civil rights legislation, Governor George C. Wallace

(more)

3 - 'Today' Anniversary

of Alabama, Mayor C. E. Sampson of Greenwood, Miss., and Roy Wilkins, executive director of the NAACP. The program also presented live coverage from the nation's capital, the morning of the March on Washington, and presented an entire program on the Negro writer in America in which authors James Baldwin, Louis Lomax and John Oliver Killens participated. There was also a report on Louisville, Ky., and its efforts to improve race relations. Negro entertainers Lena Horne, Dick Gregory and Al Hibbler appeared to discuss their participation in the civil rights struggle.

"Today" also presented entire programs on other important subjects, including Red China, disarmament, the 50th anniversary of the Department of Labor, and on the American adolescent.

On the entertainment side, "Today" devoted entire programs to the music and careers of Jerome Kern, Victor Herbert, Noel Coward and Arthur Schwartz. Coward and Schwartz were guests on the programs. Other two-hour shows were devoted to comedian Buster Keaton and film producer Hal Roach Sr., both of whom were guests. There was also a program on Western movies with cowboy star Ken Maynard as special guest.

"Today" viewers laughed with comedian Phyllis Diller and the Premise Players, heard ballads by Sally Ann Howes and Richard Hayes, and folk songs by Odetta and Theodore Bikel. They enjoyed classical music by the Fine Arts Quartet, jazz by Duke Ellington Quintet and the piano artistry of Erroll Garner.

Other showbusiness guests included Otto Preminger, Groucho Marx, Elia Kazan, Sterling Hayden, Alfred Hitchcock, Marlon Brando, Beatrice Lillie, Sidney Poitier and George Abbott.

A total of 131 authors also was seen on "Today" last year. The list included William Golding, Allen Drury, Sumner Locke Elliot, Edgar Snow, William Saroyan, Morris West, Emmet John Hughes, Ogden Nash and Betty Smith.

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While "Today" regularly originates live each morning from the street-floor Florida Showcase exhibit center in Rockefeller Center, New York City, during the past year the program traveled extensively to tape telecasts in other cities and overseas. Among the spots visited by "Today" last year were New Orleans for the Mardi Gras; Holland at tulip time; Boston on the Fourth of July; Northern Michigan's resort area, and Puerto Rico.

"Today" also made use of the communication satellites to bring viewers exclusive coverage of Pope Paul's special message of goodwill to the people of America, to present a live transatlantic discussion between Downs and British drama critic Bernard Levin, and to present pictures of Soviet Premier Khrushchev in Belgrade last Summer within one-half hour of his arrival in the Yugoslav capital.

During the past year, "Today" won three awards. The series was praised by the National Association for Better Radio and Television, won a Certificate of Achievement from the Secretary of the Army, and was honored by the Catholic War Veterans.

Looking forward into 1964, "Today" aims to bring viewers coverage of major political events, including the primaries, national political conventions and Presidential elections. Visits will be made to more interesting places at home and abroad, including the 1964 New York World's Fair. And the series will continue to present notables from major fields.

"Today" is a presentation of NBC News. Al Morgan is the producer.

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NBC-New York, 1/7/64

NBC TELEVISION NETWORK NEWS

January 7, 1964

BURR TILLSTROM A GUEST ON PREMIERE OF 'THAT WAS THE WEEK THAT WAS'

Burr Tillstrom will appear as a guest on the premiere of NBC-TV's "That Was the Week That Was," Friday, Jan. 10 (9:30 to 10 p.m. EST). The noted puppeteer, who created the "Kukla, Fran and Ollie Show" for NBC-TV, will perform on "TWTWTW" without the aid of puppets. He will do an act that relies solely on the use of his hand movements and voice. As previously announced, the "TWTWTW" premiere cast includes guest-stars Audrey Meadows and Doro Merande and the program's regulars: Elliott Reid, host; Henry Morgan, David Frost and Nancy Ames, the "TW3 Girl."

* * *

NBC CLOSED CIRCUIT HERALDS PREMIERE OF "TWTWTW"

"That Was the Week That Was," NBC-TV series which premieres Friday, Jan. 10 (9:30-10 p.m. EST), was the subject of a nationwide closed circuit TV press conference Monday (Jan. 6) with TV editors and columnists in five U. S. cities.

They interviewed Leland Hayward, executive producer of the series, and Mort Werner, Vice President, Programs, NBC-TV, who were both located in a New York studio.

Arranged by NBC's Promotion Department, a total of 19 reporters asked questions that ranged from the new show's format to comedy subject matter on "TW3."

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Mr. Werner said, "The basic premise of the show's subject matter is "Is it funny and will it make you laugh?"

Mr. Hayward said mail response to "TW3," which was previewed on NBC-TV Nov. 10, "was 15 to 1 in favor of the show." He revealed that the show was receptive to any suggestions from free-lance writers and that the players appearing on the show would gradually develop into a stock company.

The interview with Mr. Hayward and Mr. Werner was broadcast to the entire lineup of the network's affiliate stations across the country where TV newsmen "sat in." Singer Nancy Ames, who will be a regular on the show, opened the closed circuit with a song written just before press conference.

Reporters who took part in the interview were Mrs. Jerrie Atkin of the Gary (Ind.) Post-Tribune, Bill Barrett of the Cleveland Press, Cathleen Carmody of the Catholic Standard in Washington, John Cuno of the Christian Science Monitor, Arthur Petridge of the Boston Herald, Everett Finch of the Schenectady Union-Star, Jim Flanagan of the Cleveland Plain Dealer, Bernie Harrison of the Washington Evening Star, Bill Irvin of the Chicago American, Tony La Camera of the Boston Record American, Harry Lando of Radio-TV Daily in Washington, Lawrence Laurent of the Washington Post, Edward LeClair of the Albany Times Union, Bert Reesing of the Cleveland Plain Dealer, Eleanor Roberts of the Boston Traveler, Percy Shain of the Boston Globe, Terry Turner of the Chicago Daily News, Kurt Wachenheim of the Albany Knickerbocker News and Larry Wolters of the Chicago Tribune.

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NBC-New York, 1/7/64

NBC COLOR TELEVISION NEWS



January 7, 1964

STORY OF ROBIN HOOD, IN NEW DRAMATIC VERSION ESPECIALLY
FOR YOUNG VIEWERS, TO BE PRESENTED IN COLOR
ON "NBC CHILDREN'S THEATRE"

A new dramatic version of the story of Robin Hood, written and staged especially for young viewers, will be presented as a full-hour color TV special by "The NBC Children's Theatre" Saturday, Feb. 15 (12 noon-1 p.m. EST).

"Robin Hood," the only drama among the four color specials scheduled for the premiere season of this series, will be presented in a format which will give its youthful viewers frequent opportunity to participate by expressing their opinions and actively joining in the home-screen fun.

George A. Heinemann, Manager of Public Affairs for NBC News, is the executive producer, and Frank Pacelli is the producer-director. The script is by Richard Kinter and Kay Rockefeller. A cast will be announced soon.

The TV drama of the legendary Sherwood Forest outlaw who was extolled for his courage, skill and generosity -- and for his habit of robbing the rich for the benefit of the poor -- will feature all of his equally famed followers, including Little John, his devoted lieutenant, Friar Tuck, his chaplain; and Maid Marian, his sweetheart.

A favorite of children and adults for generations, the character of Robin Hood has its roots in dozens of ancient songs and ballads which tell of his exploits. Though his historic authenticity
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is doubtful, he is mentioned by a 14th Century Scottish historian and also in "The Vision of Piers Plowman," a 14th Century allegorical poem. The first published collections of songs and ballads about him was printed around 1490.

(NOTE: "Robin Hood" will replace "Petey and the Pogo Stick," originally planned for Feb. 15. The latter will be telecast Sunday, April 12 (6-7 p.m. EST, replacing, in turn, three planned one-act plays.)

The series premiere, "Quillow and the Giant," a musical adaptation of a James Thurber fable telecast Nov, 3, was hailed variously by reviewers as "best show in years for the very young," "a doll of a little-kids show" and "as imaginative as Judy Garland was in 'The Wizard of Oz' or Mary Martin in 'Peter Pan'." The second program, "Of Sights and Sounds," a child's-eye close-up of a symphony orchestra and its instruments telecast Dec. 15, also won wide popular and critical approval.

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NBC-New York, 1/7/64

NBC-TV NETWORK PROGRAM

SCOTT GRAHAM IS NEW CO-STAR OF 'THE DOCTORS'

Scott Graham, in the new role of intern Dr. Johnny McGill, has become one of the regular co-stars of NBC-TV's daytime drama series, "The Doctors" (Monday through Friday, 2:30 p.m. EST). Graham replaces Richard Roat, who played Dr. Jerry Chandler. Graham leaves for an off-Broadway stage assignment.

Graham was signed for the permanent role in "The Doctors" after a recent performance as a guest star on the daytime series. The 25-year-old actor, a native of Los Angeles, has appeared in films, television and the legitimate theatre. He toured in the musical, "Take Me Along"; appeared on Broadway in the drama "Ross" and off-Broadway in "Misalliance." In Summer stock, he has starred in "Under the Yum Yum Tree," "The Desperate Hours" and "The Golden Fleecing." His first two motion pictures will be released in the Spring. He has appeared on NBC-TV in "The Lieutenant" series.

Regular stars of "The Doctors" are James Pritchett, Ann Williams, Fred J. Scollay and, now, Scott Graham.

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NBC-New York, 1/7/64

NBC COLOR TELEVISION NEWS



January 7, 1964

CREDIT CHANGES FOR NIGHTTIME "YOU DON'T SAY!"

John Harlan (instead of the previously announced Jay Stewart) is the announcer for the nighttime "You Don't Say!" which premiered Tuesday, Jan. 7 (NBC-TV color broadcast, 8:30 p.m. EST).

Stewart is the announcer for the daytime "You Don't Say!" (NBC-TV Monday through Friday color series 3:30 p.m. EST).

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NBC-TV NETWORK PROGRAM

POPE'S VISIT TO HOLY SITES AND AN EVALUATION OF HIS APPEAL
FOR CHRISTIAN UNITY INCLUDED IN NBC NEWS SPECIAL

Highlights of the visit of Pope Paul VI to holy sites in Israel and an evaluation of the Pope's appeal for Christian unity by spokesmen of the Greek Orthodox and Protestant churches were presented in a half-hour NBC News special on the NBC-TV Network yesterday (Monday, Jan. 6) from 4:30-5 p.m. EST. Frank McGee was anchorman of the program entitled "Pope Paul in the Holy Land."

Pope Paul, in television tape coverage, will be seen and heard celebrating mass at the Church of the Annunciation in Nazareth, Israel. The Pope was also seen dipping his hands into the Sea of Galilee at Capernaum and visiting the Church of the Multiplication near Tabygha and at the Basilica of the Transfiguration on Mount Tabor.

In an audio report from Jerusalem, NBC News correspondent Irving R. Levine reviewed the major speech made earlier in the day by Pope Paul in Bethlehem in which he appealed for all Christians to unite.

Reaction to the speech and on Pope Paul's meeting with Ecumenical Patriarch Athenagoras I of Constantinople was then voiced by Archbishop Iakovas, head of the Greek Orthodox Church in North and South America. Dr. Franklin Clark Fry, chairman of the executive committee of the World Council of Churches, representing the Protestant viewpoint, evaluated the significance of the trip and the meeting of the two religious leaders.

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NBC--New York, 1/7/64

January 7, 1964

18 NBC EMPLOYEES BECOME MEMBERS
OF TWENTY-FIVE YEAR CLUB

"During the next 25 years, as in the past quarter-century, television will offer opportunities for talented and bright people starting their careers. The field is unlimited, horizons endless and opportunities completely open."

This is the reflection of Walter D. Scott, Executive Vice President in charge of the NBC Television Network, and a member of the NBC Board of Directors.

Today (Jan. 7), Mr. Scott and six other NBC employees in New York were honored at a luncheon at the Waldorf-Astoria for their quarter-century of service to the network.

Robert W. Sarnoff, Chairman of the Board of NBC, presented gold watches and certificates to the honored employees at the luncheon. Robert E. Kintner, President of NBC, spoke to the luncheon group.

Eleven NBC employees in offices at Los Angeles, San Francisco and Chicago, who marked their 25 years with NBC in 1963, were honored in their respective cities with functions during the year.

The employees -- who all become members of the Twenty-Five Year Club were asked to recall a noteworthy experience or position during their 25 years. Their recollections follow:

NEW YORK

Agnew T. Horine, Sound Effects Technician, used a bass fiddle bow to create the squeak to the door of Jack Benny's vault on the latter's radio show many years ago. Mr. Horine also devised a crash of boxes and tin cans on an early radio program that led to the

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idea for Fibber McGee's famous closet crash.

Robert Sosman, Associate Radio Director, began as a page (working with another young page named Efrem Zimbalist Jr.) and sold tour tickets, recalls now how many visitors would take the radio tour, ignoring the television tour. One of his most memorable days with the network was the early morning of June 6, 1944, when word came of the European invasion.

Harold G. Pietsch, Air-Conditioning Watch Engineer, remembers Dec. 28, 1941, when he received word at 10 a.m. to report for a Navy physical. His supervisor persuaded him to remain through lunch, after which fellow employees gave him an impromptu party and presented him with an engraved watch.

William Carson, Master Control Engineer, has covered the telecast of every Presidential inauguration since 1949. He was once rigging a TV antenna atop a water tower in the Bronx when the roof caved in and he fell in.

Thomas Sprague, Caretaker at the WNBC transmitter, formerly at Port Washington, L. I., joined the company as a gardener when the transmitter was located at Belmar, N. J. He remembers the hurricane of 1944 which knocked out the station's power lines, putting the station (then WEAJ) off the air for several hours.

Robert Burholt, Manager of the Revenue Division, was a supervisor when the retirement plan started and played an important part in mechanizing the plan. He also recalled the tremendous changeover during the war when the payroll went from a hand to a machine operation.

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SAN FRANCISCO

John Grover, Staff Announcer, was on the network's first new radio program in 1926, "Standard Hour." The program continued on the network for many years and is now broadcast in 11 states, mostly in the West. Mr. Grover still appears on the program.

Donald R. Hall, Manager of Technical Operations, was on duty during some awesome news breaks -- the death of President Roosevelt and the dropping of the atomic bomb on Nagasaki. Mr. Hall remembers black curtains hanging from the studio windows the day after Pearl Harbor was attacked. He recalls with pleasure the first application of power to the new 50-kw RCA transmitter at Redwood City, Calif., in 1961.

Herbert B. (Budd) Heyde, Announcer, still narrates, after 22 years, "San Francisco Story," a Sunday-morning program that has been cited by the State of California. During his first year with NBC, Mr. Heyde worked on a 15-minute early-morning program of organ music that was fed the network. One morning the organist overslept. Mr. Heyde and some colleagues proceeded to sit at the organ "and ground out 15 minutes worth of sound -- an unannounced, unnamed organ program -- which filled the void," he recalled.

Andrew Mitchell, Recording Engineer, remembers covering the opening of the United Nations in San Francisco in 1947.

LOS ANGELES

Harold V. Flood, Television Studio Engineer, toured the country with Fred Waring and his organization, doing radio pickups each day from various college campuses in the late 1940's.

Carol (Monty) Fraser, Assistant Sound Effects Supervisor, for 10 years (1942-52) created the crash of Fibber McGee's closet on the radio series. "It always brought a big laugh," he recalled. "We used

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golf clubs, old shoes, bowling pins, heavy boxes, suitcases. Once we had to do the closet three times on the one show."

Alton Gage, Film Editor, worked with Fibber McGee and Molly, the Great Gildersleeve and Meredith Willson. He remembers when audio tape first appeared.

Richard Graham, Vice President, Law (West Coast). A friend says he has the longest contract forms in the company, "but he gets the signed."

Frank J. Somers, Television Technical Maintenance Supervisor, is looking forward with optimism to his next 25 years with the company.

Ora H. (Bud) Wilkins, Television Lighting Director, worked for years with Ralph Edwards' "This Is Your Life" program. He recalls a program done over the hull of the battleship Arizona which was sunk at Pearl Harbor.

CHICAGO

Johnny Erp, Sports Reporter, was a spotter Dec. 7, 1941, at the Chicago Bears-Chicago Cardinals football game at Comiskey Park when word came that the Japanese had bombed Pearl Harbor.

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NBC--New York, 1/7/64

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For February, 1964 (EST)

MONDAYS THROUGH FRIDAYS

10:30-11 a.m. -- "Merv Griffin's Word for Word"
11:30 a.m.-12 noon -- "Missing Links"
12 noon-12:30 p.m. -- "Your First Impression"
12:30-12:55 p.m. -- "Truth or Consequences"
2-2:25 p.m. -- "Let's Make a Deal"
3:30-4 p.m. -- "You Don't Say!"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Saturday, Feb. 1

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m. to conclusion -- "Saturday Night at the Movies"

Sunday, Feb. 2

4-5 p.m. -- "Shell's Wonderful World of Golf"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "Our Man on the Mississippi," a David Brinkley special.

Monday, Feb. 3

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Feb. 4

8:30-9 p.m. -- "You Don't Say!"

Wednesday, Feb. 5

7:30-9 p.m. -- Hallmark Hall of Fame: "Abe Lincoln in Illinois"

Thursday, Feb. 6

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

(more)

2 - NBC-TV Network February Color Schedule

Friday, Feb. 7

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

Saturday, Feb. 8

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, Feb. 9

4-5 p.m. -- "Shell's Wonderful World of Golf"
5-6 p.m. -- "Return to Oz," a special program.
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

Monday, Feb. 10

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Feb. 11

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "Bell Telephone Hour"

Wednesday, Feb. 12

7:30-9 p.m. -- "The Virginian"

Thursday, Feb. 13

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Perry Como's Kraft Music Hall"

Friday, Feb. 14

10-11 p.m. -- "The Jack Paar Program"

Saturday, Feb. 15

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12-1 p.m. -- "NBC Children's Theatre"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"

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3 - NBC-TV Network February Color Schedule

Sunday, Feb. 16

4-5 p.m. -- "Shell's Wonderful World of Golf"
5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "Paris: A Story of High Fashion"

Monday, Feb. 17

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Feb. 18

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "The Andy Williams Show"

Wednesday, Feb. 19

7:30-9 p.m. -- "The Virginian"

Thursday, Feb. 20

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Feb. 21

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

Saturday, Feb. 22

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m. to conclusion -- "Saturday Night at the Movies"

Sunday, Feb. 23

2-3 p.m. -- NBC Opera Company: "The Secret of Suzanne"
4-5 p.m. -- "Shell's Wonderful World of Golf"
5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "Du Pont Show of the Week"

Monday, Feb. 24

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"

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4 - NBC-TV Network February Color Schedule

Tuesday, Feb. 25

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "Bell Telephone Hour"

Wednesday, Feb. 26

7:30-9 p.m. -- "The Virginian"

Thursday, Feb. 27

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Feb. 28

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

Saturday, Feb. 29

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m. to conclusion -- "Saturday Night at the Movies"

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NBC-New York, 1/7/64

January 8, 1964

THREE NBC EMPLOYEES HONORED FOR MORE
THAN 40 YEARS OF SERVICE

Three National Broadcasting Company employees completing more than 40 years of service were honored yesterday (Jan. 7) by Robert W. Sarnoff, Chairman of the Board of NBC, at the company's Twenty-Five Year Club luncheon at the Waldorf-Astoria in New York.

The ceremony marked the first time NBC employees with such length of service were so honored.

Two New York employees, who received silver bowls from Mr. Sarnoff, are Harry F. McKeon, Director of the Tax Office, and John M. Flynn, who retired Sept. 30, 1963, as Station Engineer at the WNBC transmitter at Port Washington, Long Island.

The third employee, Miss Janet Sligh, an executive secretary at NBC's San Francisco office, joined Radio Station KGO there in 1923. The station was later purchased by NBC and the call letters are now KNBR. Miss Sligh will receive her silver bowl at a later date.

Mr. McKeon began his career in broadcasting with Radio Station WEAJ (now WNBC) in 1922. That same year, Mr. Flynn was employed by the Radio Corporation of America as a technician and joined NBC in 1927.

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(Distributed as a service to the industry by the NBC Press Department)

January 9, 1964

PANEL OF SEVEN JUDGES NAMED TO SELECT RADIO AND TV STATIONS
FOR COMMUNITY SERVICE AWARD TO BE PRESENTED JOINTLY BY
U.S. CONFERENCE OF MAYORS AND THE BROADCAST PIONEERS

A distinguished panel of seven judges to select radio and television stations as winners of the newly-created Community Service Award presented jointly by the U. S. Conference of Mayors and the Broadcast Pioneers was announced today by Raymond R. Tucker, President of the U. S. Conference of Mayors, and Ernest Lee Jahncke Jr., President of the Broadcast Pioneers.

Mr. Tucker, who is Mayor of St. Louis, and Mr. Jahncke, who is Vice President, Standards and Practices, NBC, said the seven judges will select the radio and the television station making the greatest over-all contribution to the good of the local community. Winners will be announced at the annual Conference of Mayors meeting in New York in May.

The judges:

Neil S. Blaisdell, Chairman of the Panel of Judges, is Mayor of Honolulu and Chairman of the Advisory Board of the U. S. Conference of Mayors.

T.A.M. Craven, Consultant to the Federal Communications Commission, Delegate to the International Tele-communication Conference and a former Commissioner of the F.C.C.

William S. Hedges, a former Vice President of the National Broadcasting Company and former President of the National Association of Broadcasters.

Sigurd S. Larmon, former President of Young & Rubicam Inc., advertising agency.

(more)

David Lawrence, currently Special Assistant to the President Lyndon B. Johnson and Chairman of the President's Committee on Equal Opportunity in Housing, and former Governor of Pennsylvania, Mayor of Pittsburgh, and President of the U. S. Conference of Mayors.

Professor Leo Martin, Chairman of the College of Communication Arts, Michigan State University, Lansing, Mich.

Neville Miller, partner of the law offices of Miller and Schroeder, Washington, D. C., and former Mayor of Louisville and President of the National Association of Broadcasters.

The judges will select the winners on the basis of operation during the 1963 calendar year. Deadline for all entries, which are submitted to the mayor of the community in which the station operates, is Feb. 1.

Ward L. Quaal, Executive Vice President and General Manager of WGN Inc., Chicago, and the immediate past President of the Broadcast Pioneers who heads this project for the Pioneers, said: "The purpose of the awards is to bring national recognition to deserving radio and television properties, stations which most likely have been rendering superior service over many years to people of their respective communities. The awards will serve as a stimulant to encourage station ownership and management to continue to constantly address itself more vigorously to this important area of community's local needs."

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NBC TELEVISION NETWORK NEWS

January 8, 1964

SECRETARIES DILLON, RUSK, CELEBREZZE TO BE FIRST GUESTS AS 'TODAY' STARTS FOURTH YEAR OF INTERVIEWS WITH CABINET MEMBERS

Three members of President Johnson's Cabinet will appear on NBC-TV's "Today" show next week to start the program's 1964 series of interviews with members of the Cabinet.

This will be the fourth consecutive year that Cabinet members will visit "Today" to discuss their departments' plans for the new year and review events of the past year, in the program's own "state of the union" reports.

Secretary of the Treasury C. Douglas Dillon will be the guest Monday, Jan. 13 (during the 8:30-9 a.m. segment of the 7-9 a.m. EST program).

Secretary of State Dean Rusk will be a guest Tuesday, Jan. 14 (7:30-8 a.m. EST).

Secretary of Health, Education and Welfare Anthony J. Celebrezze will appear Thursday, Jan. 16 (8:30-9 a.m. EST).

All the interviews will be conducted in NBC-TV's Washington studios by NBC News correspondent Martin Agronsky. He also interviewed Cabinet officers during the previous years.

Cabinet members who have been invited to appear on "Today" in the coming weeks are: Secretary of Agriculture Orville L. Freeman, Postmaster General John A. Gronouski, Secretary of Commerce Luther H. Hodges, Attorney General Robert F. Kennedy, Secretary of Defense Robert S. McNamara, Secretary of the Interior Stewart L. Udall and Secretary of Labor W. Willard Wirtz.

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NBC TELEVISION NETWORK NEWS

January 8, 1964

MRS. LYNDON B. JOHNSON GRANTS INTERVIEW TO 'SUNDAY'
- - -
Films of First Lady's Activities Through Week to Supplement
Extensive Interview by NBC News' Nancy Dickerson

Mrs. Lyndon B. Johnson has granted her first extensive television interview since she became the nation's First Lady, and it will be seen on the NBC-TV "Sunday" program on Jan. 12 (3-4 p.m. EST). The interview by Nancy Dickerson of NBC News will be filmed at the White House later this week.

In announcing the interview, producer Craig Fisher said, "We are delighted that Mrs. Johnson has chosen the 'Sunday' program for her initial television interview as First Lady. In her new position, she has a particularly heavy schedule and, in addition to our interview, we plan to show some of her many increased activities as the wife of the President."

NBC-TV cameras will follow Mrs. Johnson all this week. Mrs. Johnson will be attending the session of Congress when the President will give his State of the Union address, at the opening of the newly redecorated Blair House; at a tea for the press in the White House, at which issues involving women will be discussed; in Wilkes-Barre, Pa., where she will open a research center and then visit mine areas; at a reception and party for the White House staff; at a luncheon-meeting with labor leaders, at a Saturday evening dinner for 200 Democratic National Committee members, and at church on Sunday. These films of Mrs. Johnson's busy week will supplement the "Sunday" interview feature.

(more)

The interview and films of Mrs. Johnson are in addition to other features previously announced for "Sunday," Jan. 12.

PROGRAM HIGHLIGHT JAN. 12

"SUNDAY": Exclusive interview with Mrs. Lyndon B. Johnson and films of her week of activities. Other features include remote telecast of Elizabethan art collection at the Virginia Museum of Fine Arts; an interview with a Negro state legislator of Georgia; June Havoc talking about "Marathon '33"; a segment on anti-skid techniques in driving cars. Frank Blair, host.

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NBC-New York, 1/8/64

NBC TELEVISION NETWORK NEWS

January 8, 1964

'NBC WHITE PAPER' TELECAST OF 'CUBA: BAY OF PIGS'

INCLUDES AUTHENTIC DATA AND SCENES OF 1961 EVENT

Program Is First of Two NBC News Creative Projects Specials
Concerning United States Foreign Policy in Cuba

"They are 1,500 against thousands. The beach they are on is hemmed in by swamp. They have no air cover. They are running short of ammunition. How can they win?"

These are the words of Chet Huntley of NBC News as he describes the April 17, 1961 events at Bay of Pigs, Cuba, for the "NBC White Paper" program "Cuba: Bay of Pigs" to be telecast Tuesday, Feb. 4 (10-11 p.m. EST).

"Cuba: Bay of Pigs" is one of two "NBC White Paper" TV specials on United States foreign policy in Cuba prepared by Creative Projects, NBC News. Fred Freed is producer. Irving Gitlin is executive producer. The second program, "Cuba: the Missile Crisis," will be presented on NBC-TV Sunday, Feb. 9 (10-11 p.m. EST) and will be sponsored by the Xerox Corp.

Included on the Feb. 4 program will be large segments of films of the invasion which have never before been seen in this country. The films were obtained from such varied places as Canada, West Germany and East Germany and will show the 2506 Assault Brigade training in Guatemala and the subsequent events of the invasion itself. During the battle scenes, Castro will be seen as he takes personal charge and directs his troops.

Cubans who played major parts in the events which led up to the invasion have contributed significant data to the Feb. 4 program.

(more)

Among the Cubans interviewed as part of this documentary are:

Humberto De Diaz Aguelles, a soldier in the Cuban Assault Brigade.

Dunney Perez Alamo, an official of the Castro government who was secretly a leader of the underground forces seeking to overthrow Castro.

Roberto Alejos, Guatemalan landowner and influential power in political life in Guatemala in 1960-1961.

Rafael Alvarez, a soldier in the Assault Brigade.

Manuel Artime, civilian leader of the 2506 Assault Brigade.

Aureliano Sanchez Arango, Cuban exile leader and one of the five original leaders to establish the Anti-Castro Democratic Revolutionary Front - the FRENTE.

Ernesto Betancourt, a Cuban exile leader working in Washington, D. C., at the time of the invasion.

Justo Carrillo, a member of the Cuban Revolutionary Council, the chief organization in charge of the Cuban exiles' attempt to overthrow Castro.

Raul Chibas, one of the leaders of the MRP, left wing anti-Castro group.

Manuel Antonio De Varona, head of the FRENTE.

Evelio Duque, captain of a rebel column fighting Castro in the Escambray Mountains.

Armando Lora, a Cuban landowner and one of the Cuban exile leaders opposed to Castro.

(more)

Rafael Montalvo, a soldier in the Assault Brigade.

Manuel Ray, leader of the MRP, the left wing anti-Castro organization.

Julio Gonzalez Rebull, the jumpmaster of the paratroopers that participated in the Bay of Pigs invasion.

A long exchange of letters between producer Freed and Dr. Jose Miro Cardona, yielded extensive information as to Miro's position both before and during the critical period. Miro, first Premier of the Castro government, was President of the Cuban Revolutionary Council at the time of the invasion.

Facts secured from contact with 40 other Cubans involved in the invasion will also be included on the program.

PROGRAM HIGHLIGHT FEB. 4

NBC WHITE PAPER: "Cuba: Bay of Pigs"...First of two NBC News' Creative Projects programs on American foreign policy concerning Cuba. Films of the Bay of Pigs invasion never before seen in this country; statements by Cubans who played major parts in the invasion. Reported by Chet Huntley.

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NBC-New York, 1/8/64

January 8, 1964

"THE SURGEON GENERAL'S REPORT ON SMOKING"

WILL BE NBC NEWS RADIO SPECIAL JAN. 12

An NBC News radio special, "The Surgeon General's Report on Smoking," will be broadcast on the NBC Radio Network Sunday, Jan. 12 (6:30-7 p.m. EST).

The program will include comments from opposing sides of the controversy on smoking's relationship to health, and will follow by a day the report of a study on the topic by the Surgeon General.

The radio program will be the second NBC News special based on the Surgeon General's report. A full-hour television special, "Smoking and Health," is scheduled for NBC-TV Saturday, Jan. 11 (7:30-8:30 p.m. EST).

-----RADIO PROGRAM HIGHLIGHT JAN. 12-----

"THE SURGEON GENERAL'S REPORT ON SMOKING" -- An NBC News special in which experts discuss smoking and health.

-----O-----

FRANK MCGEE NAMED ANCHORMAN FOR 'SMOKING AND HEALTH' TV SPECIAL

Frank McGee will be the anchorman for the NBC-TV special, "Smoking and Health," Saturday, Jan. 11 (7:30-8:30 p.m. EST).

The NBC News program, produced by Chet Hagan, will include statements of representatives of all sides of the controversial issue and will examine the effects of the report by the Surgeon General -- to be released at noon that day -- on the relationship between cigarette smoking and disease.

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NBC TELEVISION NETWORK NEWS

January 8, 1964

"BOB HOPE CHRISTMAS SPECIAL," HIGHLIGHTING STAR'S OVERSEAS
HOLIDAY TOUR WITH TROUPE TO ENTERTAIN GIS,
WILL BE TELECAST AS 90-MINUTE FEATURE

Highlights of Bob Hope's holiday package of entertainment for GI's in Greece, Turkey, Libya and Italy will be presented on NBC-TV as a 90-minute special Friday, Jan. 17 (in black and white, 8:30-10 p.m. EST).

The program, titled "Chrysler Presents the Bob Hope Christmas Special," co-stars Tuesday Weld, Anita Bryant, Jerry Colonna, Miss USA (Michele Metrisko), John Bubbles, Phillip Crosby, the Earl Twins and Les Brown and his Band of Renown. It was filmed during a 12-day tour that covered 16,000 miles through the Middle East and Mediterranean, where the group performed for about 50,000 servicemen.

Sounds of GI laughter will be heard, and filmed sequences will show the GI's reactions to Hope's gags, songs, dances, sketches, and particularly the finale of each show as both cast and audience join in singing "Silent Night."

Backgrounds in Turkey include Diyarbakir, an ancient and still primitive walled city about 200 miles from the Russian border; Izmir, a tropical, resort-like city on the Aegean Sea; Eskisehir, famous for manufacture of meerschaum pipes; and Ankara, modern capital of the country.

In Greece, the troupe performed in Athens, near the Acropolis. On the Island of Crete, the entertainers visited the ruins of Knossos and the legendary birthplace of the Minotaur. In Italy, they performed on the deck of the USS Shangri-La, anchored in the Bay of Naples.

(more)

Hope's narration and excerpts from a dozen highly topical monologues, each for a different geographical location, will keynote the 90-minute program. A "Turkish Intrigue" sketch features Hope as a gullible GI and Miss Weld as an exotic dancer. Other sketches include one about a "cut rate" war, and another about some surprisingly modern Greek mythological characters.

Miss Bryant sings "He's Got the Whole World in His Hands" and, with Hope, "Walkin' My Baby Back Home." Colonna will "turn up" in various disguises. Bubbles sings and dances to "Tip, Tap, Toe," and Crosby sings "White Christmas." The Earl Twins do a "Seeing Double" dance routine, and Miss USA joins Hope in a sketch and the song, "You Make Me Feel So Young." Crosby returns with Hope for their version of "Small Fry."

Jack Shea is director and Alan Stensvold (A.S.C.) director of photography, E. Jay Krause art director and Kate Drain Lawson costume designer. Sil Caranchini is associate producer for Hope Enterprises Inc., in association with NBC. The writers are Mort Lachman and Bill Larkin, John Rapp and Lester White; Charles Lee. Consultant is Norman Sullivan, with additional material by Gig Henry.

PROGRAM HIGHLIGHT JAN. 17

CHRYSLER PRESENTS THE BOB HOPE CHRISTMAS SPECIAL:

Filmed highlights of Bob Hope's visit to service bases in Greece, Turkey, Libya and Italy with Tuesday Weld, Anita Bryant, Jerry Colonna, Miss USA (Michele Metrisko), John Bubbles, Phillip Crosby, the Earl Twins and the Les Brown band.

NBC TELEVISION NETWORK NEWS

CREDITS FOR 'THAT WAS THE WEEK THAT WAS' ON NBC-TV NETWORK

Time: NBC-TV Fridays, 9:30-10 p.m. EST. Premiere
Jan. 10, 1964.

Format: Satirical review of the week's news events.

Host: Elliott Reid

Cast: Henry Morgan, David Frost and Nancy Ames, the
"TW3 Girl."

Announcer: Dick Noel

Guests for premiere: Audrey Meadows, Burr Tillstrom and Doro Merande

Executive producer: Leland Hayward

Producer: Marshall Jamison

Associate producer: Willard Levitas

Writers: Robert Emmett, Earl Doud and Gerald Gardner

Directors: Marshall Jamison and Kirk Alexander

Associate Director: Hal Venho

Technical Director: Frank McArdle

Music Director: Jaques Belasco

Unit Manager: Tom O'Keefe

Scenic Designer: Tom Trimble

Costume Director: John Boxer

Audio Director: Phil Falcone

Lighting: William Raker

Cameras: Buddy Josephs, Ken Winchester and Bjorn Bjornsen

Stage Manager: Hal Alexander

Production Assistant: Suzanne Pelsang

Sponsors: Various

Origination: NBC-TV, New York

NBC Press
representative: Stan Levine, New York

-----o----- NBC-New York, 1/8/64

A SHIPSHAPE AWARD FOR JOHNNY CARSON

Johnny Carson has been named the winner of the Charles Councilman Owens Award for stimulating nation-wide interest in boating.

The star of NBC-TV's "Tonight Show" will be officially presented with the award at a banquet at the Americana Hotel in New York City on Jan. 14. The award consists of a custom-tailored blazer, a special plaque, and \$250 for donation to a favorite charity.

Carson is an enthusiastic amateur yachtsman and spends as much time as possible on his own boat with his two young sons.

The annual award is presented by the Owens Yacht Division of the Brunswick Corporation.

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NBC-New York, 1/8/64

January, 1964

WHO'S WHO IN NBC NEWS

William R. McAndrew	Executive Vice President in charge of NBC News
Julian Goodman	Vice President, NBC News
Robert J. Northshield	General Manager, News
Carl Lindemann, Jr.	Vice President in charge of NBC Sports
Rex Goad	Director, News
Donald Meaney	Director, News Programs
Eugene Juster	Director, News Film
James A. Jurist	Director, Business Affairs
Edward Stanley	Director, Public Affairs
Jerry Madden	Director, Special News Projects
William B. Monroe, Jr.	Director, News, Washington
Leonard Allen	Director, News Operations, Washington
Malcolm R. Johnson	Manager, NBC News
Russell C. Tornabene	Manager, News Operations, New York
Arthur Wakelee	Weekend Manager, News
Burroughs H. Prince	Manager, Syndication (National Program Service)
George Heinemann	Manager, Public Affairs
Dick Kutzleb	Manager, Local Radio and Television News
James Harper	Night Manager, NBC News
William A. Corley	Manager, News, Chicago
John Thompson	Manager, News, Los Angeles
Al Burchard	Manager, News, San Francisco

Doris Ann	Manager, Religious Programs
Frank Jordan	Manager, Elections Unit
Leslie Vaughan	Manager, Administration, New York
John S. Klaric	Manager, Administration, Washington
Robert Loweree	Supervisor of Film Editing
Lefferts McClelland	Manager, News Film
David Klein	Manager, Newsfilm Facilities
John Krumpelbeck	Manager, Film Procurement
Perry Smith	Manager, Sports
Reuven Frank	Executive Producer, NBC News
Irving Gitlin	Executive Producer, Creative Projects
Milton Brown	Coordinator, NBC News Information Services

NBC NEWS CORRESPONDENTS

NEW YORK

Chet Huntley	Pauline Frederick
Edwin Newman	Bill Ryan
Frank McGee	Joseph Michaels
Merrill Mueller	Morgan Beatty
Frank Blair	

WASHINGTON

David Brinkley	Robert Goralski
Sander Vanocur	Robert MacNeil
Ray Scherer	Robert McCormick
Robert Abernethy	Richard Harkness
Martin Agronsky	Russ Ward

(more)

WASHINGTON (Cont'd)

Elie Abel	Bryson Rash
Nancy Dickerson	Herbert Kaplow
Richard Valeriani	Peter Hackes

FOREIGN NEWS BUREAU

LONDON

Joseph C. Harsch	Senior European Correspondent
Kenneth Bernstein	Correspondent
Digby Jones	Soundman
Florence Peart	Office Supervisor

BRUSSELS

Garrick Utley	Correspondent
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BONN

Welles Hangen	Correspondent
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BERLIN

John Chancellor	Correspondent
Gary Stindt	Chief, NBC News Film, Central Europe
Harry Thoess	Cameraman
Josef Oexle	Cameraman
Peter Dehmel	Cameraman-soundman
Klaus Dehmel	Cameraman

(more)

4 - Who's Who In NBC News

PARIS

Bernard Frizell	Correspondent, Bureau Chief
Frank Bourgholtzer	Correspondent
Claude Favier	Cameraman
John Peters	Cameraman
Paul Archinard	Manager, Paris Office

ROME

Irving R. Levine	Correspondent
Hans Klingeberger	Cameraman

NEW DELHI

Piers Anderton	Correspondent
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TOKYO

John Rich	Correspondent
Yung Su Kwon	Cameraman

HONG KONG

James Robinson	Correspondent
Andrew C. Pearson	Cameraman-correspondent
Grant Wolfkill	Cameraman

RIO DE JANEIRO

Wilson Hall	Correspondent
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OTTAWA

Leif Eid	Correspondent
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(more)

NAIROBI

George Clay	Correspondent
Louis Hepp	Cameraman

BEIRUT

Arnaldo Lacagnina	Correspondent
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ROVING CORRESPONDENT

Russell Jones	
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NATIONAL NEWS BUREAU

WASHINGTON

John C. Klaric, Jr.	Administrative Manager
Ron Nessen	Supervisor of Syndication
Harry Griggs	Assistant Desk Supervisor
Jack Perkins	Writer
George Allen	Writer
John Travieso	Writer
Fred Montague	Cameraman
Leroy Anderson	Cameraman
Bradford Kress	Cameraman
David Wiegman	Cameraman
Bill Richards	Cameraman

CHICAGO

James Harden	Supervisor, News, Chicago
Floyd Kalber	Correspondent
Earl Crotchett	Cameraman

(more)

CHICAGO (cont'd)

Bruce Powell	Cameraman
Charles Baker	Writer
John Erp	Writer
Walt Grisham	Writer
Les Crystal	Writer
Luke Hester	Writer
Robert G. Cram	Writer
Ralph Myers	Writer
E. Robert Lissit	Writer
Richard Fisher	Writer
John Gibbs	Writer

LOS ANGELES

Ed Conklin	Editor, NBC News, West Coast
Bruce Cohn	Manager, News Operations, Pacific Division
Cecil Brown	Correspondent
Roy Neal	Correspondent
Elmer Peterson	Correspondent
Tom Pettit	Correspondent
Fred Rheinstein	Producer-director
James Dooley	Writer
Ray Cullin	Writer
Robert Goggin	Writer
Ed Adler	Writer
Edwin Haaker	Writer
Dexter Alley	Cameraman

(more)

LOS ANGELES (cont'd)

Gene Barnes	Cameraman
Jerry Sims	Cameraman
Richard Smith	Cameraman

MIAMI

Cal Marlin	Cameraman
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DALLAS

Maurice Levy	Cameraman
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PRODUCERS

Gerald Green	George Vicas (Europe)
Chet Hagan	Al Wasserman
Al Morgan	Frank DeFelitta
Ted Yates (Washington)	John J. Sughrue, Jr.
Lou Hazam (Washington)	Craig Fisher
Stuart Schulberg (Washington)	Fred Freed
Robert Asman (Washington)	Arthur Zegart
Don Herbert	Doris Ann
Lucy Jarvis	Lawrence E. Spivak
	Eliot Frankel (Europe)

DIRECTORS

James Kitchell	Jack Dillon
Robert Priaulx	Fred Rheinstein (Los Angeles)
Thomas Priestley	Robert Doyle (Washington)
Frank Pacelli	Ralph Howard Peterson (Washington)

(more)

DIRECTORS (cont'd)

Martin Hoade	Charles Jones (Washington)
Marvin Einhorn	Larry Owen
Jim Gaines	Lynwood King
Don McDonough	

NEW YORK WRITERS

James Aldrich	Larry Ganger	Ric Ballad
James Boozer	Dan Grable	Paul Cunningham
Dick Bruner	Richard Graf	John Dunn
David Burk	Robert Farson	William Pettit
Kenneth Brodney	Ray Hasson	Geoffrey Pond
Charles Coates	Pat Herman	Leonard Probst
Dennis Dalton	James Holton	Alan Smith
Donald M. Dixon	William Hoth	Douglas Stone
James Courtney	Mort Hochstein	Barbara Walters
Ken Donoghue	Frank Kelley	Robert Teague
David Englander	David Lent	Thomas M. Tomizawa
Lamar Falkner	Leonard Leddington	Robert Toombs
Eugene Farinet	Irwin Lewis	Sumner Weener
William Fitzgerald	Harrison Lilly	Henrik Krogus
John Lord	Jerry Jacobs	John Starkey
Helen Marmor	Walter Littell	Raymond Weiss
Robert McCarthy	Alan Mohan	Peter Ochs
James Quigley	Robert E. Mack	
Russ Willis	Joseph Mehan	
	Walter Millis	

(more)

NEW YORK CAMERAMEN, TECHNICIANS

Sy Avnet	Cameraman
Scott Berner	Cameraman
Michael Clark	Cameraman
Nat Cohen	Cameraman
Robert Donahue	Cameraman
Doug Downs	Cameraman
Frank Follette	Cameraman
Robin Still	Cameraman
Irving Smith	Cameraman
Joseph Vadala	Cameraman
Gerald Yarus	Cameraman
William Baer	Film Processing Coordinator

NBC NEWS PROGRAM STAFFS

"THE HUNTLEY-BRINKLEY REPORT"

Chet Huntley	Correspondent
David Brinkley	Correspondent
Reuven Frank	Executive Producer
Eliot Frankel	Producer for Europe
George Murray	Associate Producer (N.Y.)
William B. Hill	Associate Producer (N.Y.)
Robert Mulholland	Regional News Manager (Midwest)
Don Roberts	Regional News Manager (West Coast)
William Corrigan	Associate Producer (Washington)
Jack Fern	Associate Producer (Far East)
Irwin Safchik	News Editor

(more)

"THE HUNTLEY BRINKLEY REPORT" (cont'd)

Walter Kravetz	Director (N.Y.)
Ray Lockhart	Director (N.Y.)
Charles Sieg	Director (N.Y.)
Frank Slingland	Director (Washington)
William J. Boyle	Writer (N.Y.)
Wallace Westfeldt	Writer (N.Y.)
David Teitelbaum	Writer (N.Y.)
Pat Trese	Writer (N.Y.)
Jack Perkins	Writer (Washington)
Roger Hansen	Writer (Washington)
Stanley Rotkewicz	Program Manager
Gerald Polikoff	Supervising Film Editor

"TODAY"

Hugh Downs	Host
Jack Lescoulie	Panelist
Frank Blair	Panelist
Al Morgan	Producer
Frank Donghi	Associate Producer
Jim Gaines	Director
Larry Owen	Director

"MEET THE PRESS"

Lawrence E. Spivak	Producer
Betty Cole	Associate Producer
Ned Brooks	Moderator
Frank Slingland	Director

(more)

"NBC WHITE PAPER

Irving Gitlin	Executive Producer
Dick Kellerman	Manager, Creative Projects
Al Wasserman	Producer
Fred Freed	Producer
Arthur Zegart	Producer

"DU PONT SHOW OF THE WEEK" (Documentaries)

Irving Gitlin	Executive Producer
Al Wasserman	Producer
Arthur Zegart	Producer
Fred Freed	Producer
William Jersey	Producer

"SUNDAY"

Frank Blair	Host
Nancy Dickerson	Reporter
Ray Scherer	Reporter
Aline Saarinen	Reporter
Robert Abernethy	Reporter
Edwin Newman	Reporter
Joe Garagiola	Reporter
Cleveland Amory	Reporter
Craig Fisher	Producer

(more)

"GULF INSTANT SPECIALS"

Frank McGee	Correspondent
Chet Hagan	Producer
Jerry Jacobs	Associate Producer
Robert Priaulx	Director
Eugene Farinet	News Editor-writer

"EXPLORING"

Dr. Albert Hibbs	Host
Craig Fisher	Producer
Edward Scherer	Associate Producer
Lynwood King	Director

LOU HAZAM NEWS UNIT

Lou Hazam	Producer
Daniel Karasik	Associate Producer
Constantine Gochis	Supervising Film Editor
Bert Ivry	Production Supervisor

NBC NEWS EUROPEAN PRODUCTION UNIT

George Vicas	Producer
Warren Trabant	Production Supervisor

"WATCH MR. WIZARD"

Don Herbert	Producer-Host
Frank Pacelli	Director

(more)

NBC NEWS PROGRAM STAFFS (cont'd)

NBC RELIGIOUS PROGRAMS

Doris Ann	Executive Producer
Martin Hoade	Producer-director
Frank Pacelli	Director
Mary James	Associate Producer

"SANDER VANOCUR'S SATURDAY REPORT"

Sander Vanocur	Correspondent
Charles Jones	Producer

SPORTS DEPARTMENT

Perry Smith	Manager
Lou Kusserow	Producer
Harry Coyle	Director
Leonard Dillon	Sports Editor
Roy J. Silver	Newswriter

January 9, 1964

NBC INTERNATIONAL APPOINTS THREE AS MANAGEMENT CONSULTANTS
IN STAFF TRAINING PROGRAM FOR NIGERIAN TV SERVICE

NBC International has appointed three men to serve as management consultants to the Nigerian government in a staff training program for the Nigerian Television Service.

The men, and the areas in which they will concentrate in the NTS training program, are Robert Lundquist, sales management; David L. Gray, production management, and Carl E. Rust, maintenance engineering.

NBC International now has a 13-member management team working with Nigerian Television Service to train Nigerians for the technical and administrative operation of the broadcasting service. The agreement between the Nigerian government and NBC International went into effect late in 1961, NTS went on the air in April, 1962.

Lundquist, a graduate of Notre Dame University, has been with station WICU-TV in Erie, Pa., since 1950, where he was general sales manager.

Rust has been with North American Aviation most recently, and before that was with the RCA Service Company in Van Nuys, Calif., and with NBC in Burbank. He served in the U. S. Navy 1930-37, and was with the U. S. Naval Reserve Communications Unit 1938-1941.

Gray, graduate of University of Illinois, has been with WNBQ in Chicago for the past 11½ years, as production coordinator, director and associate director.

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NBC COLOR TELEVISION NEWS

BOB HOPE'S "CHRYSLER THEATRE" TO PRESENT COLOR TELEVISION ADAPTATION OF "THE SEVEN LITTLE FOYS," COMEDY-DRAMA WITH MUSIC, STARRING EDDIE FOY JR., OSMOND BROTHERS AND SPECIAL GUEST MICKEY ROONEY

Eddie Foy Jr., the Osmond Brothers and special guest Mickey Rooney (as George M. Cohan) star in "The Seven Little Foyes" -- a comedy-drama with music about a celebrated vaudeville family -- on "Bob Hope Presents the Chrysler Theatre" Friday, Jan. 24 (NBC-TV color broadcast, 8:30-9:30 p.m. EST).

Hope will introduce and narrate this TV adaptation of a 1955 motion picture, by the same title, in which he starred as Eddie Foy. Melville Shavelson adapted the teleplay from his original film scenario and the production was directed by veteran film director David Butler. Harry Tugend is the producer and Shavelson the executive producer.

Foy Jr., who with his four brothers and two sisters "bungled" through one of the most unusual acts in vaudeville, will portray his father Eddie Foy in the teleplay. The Osmonds, usually a quartet when Alan, Wayne, Merrill and Jay appear on NBC-TV's "Andy Williams Show," will be joined by their youngest brother, Donny, for this appearance.

Rooney will be portraying Cohan for the second time in his career, the first being his starring role in an NBC-TV 90-minute special, "Mr. Broadway," in 1957.

Co-starring in the production will be George Tobias as Barney Green, the Foyes' agent, Elaine Edwards as Miss Williams, a school teacher and Naomi Stevens as Aunt Clara.

(more)

In the story, Aunt Clara believes that the Foy children belong off stage and in school but convincing their father Eddie is a losing battle. Suddenly one night he announces from the stage that this is their last appearance as an act and enrolls the youngsters in New Rochelle elementary school. Agent Green and Cohan try to save the act but Foy cannot be swayed. Finally Cohan enlists the aid of President Woodrow Wilson (Peter Hobbs) to convince Foy to bring the children back to vaudeville.

"The Seven Little Foys" are Allen Osmond as Bryan, Wayne Osmond as Charley, Merrill Osmond as Richard, Jay Osmond as Eddie Jr., Donny Osmond as Irving, Christle Jordan as Mary and Suzanne Cupito as Madeleine.

PROGRAM HIGHLIGHT JAN. 24

BOB HOPE PRESENTS THE CHRYSLER THEATRE: "The Seven Little Foys" -- Bob Hope narrates a TV adaptation of his 1955 film hit starring Eddie Foy Jr. as Eddie Foy Sr., the Osmond Brothers and special guest Mickey Rooney as George M. Cohan. (Color)

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NBC-New York, 1/9/64

NBC-TV NETWORK PROGRAM

CELEBRITIES TO FORM OPPOSING TEAMS ON 'MATCH GAME' JAN. 20-24
WITH PRIZE MONEY GOING TO GIRL SCOUTS AND BOY SCOUTS

Celebrities will make up the opposing teams on "The Match Game" during the week of Jan. 20-24, with the prize money they win going to the Girl Scouts and Boy Scouts. Gene Rayburn is host of the Monday-through-Friday game show (NBC-TV, 4 p.m. EST).

A team composed of Peggy Cass, Joan Fontaine and Betty White will try to outscore the trio of Bennett Cerf, Robert Q. Lewis and Henry Morgan. The goal of all six will be to match their teammates' answers, in writing, to questions posed by Rayburn.

The money won by the ladies will go to the Girl Scouts, and that won by the men to the Boy Scouts.

"The Match Game" recently marked its first anniversary, on Dec. 31. The show is produced by Jean R. Kopelman and directed by James Elson.

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NBC-New York, 1/9/64

January 9, 1964

NBC NEWS TV AND RADIO SCHEDULE ANNOUNCED FOR COVERAGE
OF SURGEON GENERAL'S REPORT ON SMOKING

NBC News will be on the air with up-to-the-minute reports immediately after the Surgeon General's report on smoking is made Saturday, Jan. 11.

The report, concerned with smoking and health, is expected to be made public between noon and 1 p.m. EST, that day. "Monitor," NBC Radio's weekend service, will carry the network's first announcement of the report. "Monitor" also will be on the scene for the Surgeon General's news conference in Washington, D. C., the same afternoon (during the 1-3 p.m. EST program segment).

Two special NBC News programs, as announced previously, on the topic also are scheduled. One is a full-hour television special, "Smoking and Health," Saturday, Jan. 11 (7:30-8:30 p.m. EST). The second is a special radio program, "The Surgeon General's Report on Smoking," Sunday, Jan. 12 (6:30-7 p.m. EST).

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'INSIDE THE MOVIE KINGDOM--1964,' 90-MINUTE SPECIAL ON NBC-TV,
TO BE SPONSORED BY COLGATE-PALMOLIVE, BEST FOODS AND LORILLARD

FOR RELEASE MONDAY A.M., JAN. 13

A 90-minute special designed to capture the glamour, magic and excitement of the world of motion pictures today, "Inside the Movie Kingdom--1964," will be presented on the NBC-TV Network Friday, March 20 (9:30-11 p.m. EST).

The program was announced today by Mort Werner, Vice President, Programs, NBC Television Network. It will be produced by Sextant Inc. in association with the editors of Life Magazine. Milton Fruchtman will be the producer.

"Inside the Movie Kingdom--1964" will be sponsored by the Colgate-Palmolive Company, the Best Foods Division of Corn Products Company, and the P. Lorillard Company, all represented by Lennen and Newell.

More than 50 international film personalities will star in the special. Camera crews, utilizing newly-developed production techniques, are currently shooting in the entertainment capitals from Hollywood and New York to Paris and Tokyo. These techniques will give the audience an unusual sense of participation in the colorful lives of movie-makers around the world.

The first 10 stars to be set for the special are (in alphabetical order) Julie Andrews, Carroll Baker, Ingrid Bergman, Melvyn Douglas, James Garner, Gregory Peck, Tony Perkins, Anthony Quinn, Debbie Reynolds and Omar Shariff.

(more)

Norman Corwin, who first gained fame as one of the foremost radio playwrights and then moved into stage and screen production, has written the script for the special. He and Mr. Fruchtman are now working with a large staff of film editors on the 150 miles of film that have already been shot. Approximately a mile and a half will ultimately reach the TV screen.

Ingrid Bergman, in a rare television appearance, and Anthony Quinn have been filmed in Rome during the shooting of "The Visit," a 20th Century Fox release.

Gregory Peck, last year's Academy Award winner, and Omar Shariff, the Egyptian matinee idol who became an international star in "Lawrence of Arabia," have been filmed in France. They were on location for "Behold a Pale Horse," a Columbia release, and will appear with director Fred Zinneman, whose films include "High Noon" and "From Here to Eternity."

Tony Perkins will also appear against a French background. The cameras followed him around Paris in his leisure hours.

On the West Coast, Sextant camera crews have completed the shooting of several sequences. One of them will take the audience to a spirited party given by Carroll Baker at her Beverly Hills home for a group that included some of Hollywood's leading personalities.

A sequence with James Garner, Julie Andrews and Melvyn Douglas also was completed between working sessions for "Americanization of Emily" at MGM. Debbie Reynolds, filmed at her home in Beverly Hills during the production of MGM's "The Unsinkable Molly Brown," will appear in another of the Hollywood sequences.

(more)

Sextant Inc. is an independent television and motion picture company headed by Robert D. Graff. Among its projects is a television production partnership with Life Magazine. "Inside the Movie Kingdom--1964" is the first program to be produced under the agreement.

Milton Fruchtman, a 1962 television Peabody Award winner, has been in motion pictures and television as a producer and director with various Hollywood production companies. For his motion pictures and network TV shows, he has filmed in 53 countries and every major production center in the world.

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NBC-New York, 1/10/64

January 10, 1964

NBC ANNOUNCES COMPLETION OF TOTALLY MOTORIZED ANIMATION
TABLE TO MOVE FLAT ART WORK AND THREE-DIMENSIONAL
OBJECTS IN FRONT OF STATIONARY TELEVISION CAMERA

Completion of a totally motorized animation table designed to move flat art work and three-dimensional objects in front of a stationary television camera was announced this week by Richard Welsch, Director, Production and Business Affairs, NBC, West Coast.

The compound movement of the board takes place on a 10-foot horizontal bed and accommodates art work up to 30 by 40 inches.

The table was designed by Milt Altman, Manager, Design and Creative Operations, NBC, West Coast, as part of an over-all electronic animation project now in its final stages of completion. It was devised to facilitate production of commercial and program material on television tape.

Its principal provisions are: horizontal and vertical pan, forward and reverse action, and vertical and horizontal turntables, with tilting provision on one.

All functions are operated from a control panel, each function with its own variable speed control and action reversal switch. Any four movements can be preset to work simultaneously.

The table was introduced Jan. 8 to delegates at a combined meeting of the Academy of Television Arts and Sciences and the Society of Motion Pictures and Television Engineers in New York. A ten-minute demonstration tape showing its capabilities was presented.

(more)

2 - Motorized Animation Table

According to Mr. Altman, who heads up the animation project, the table can also be equipped with standard calibrated animation discs to produce fully animated productions.

It is being made available through NBC's TeleSales Department for use in television commercial production.

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NBC-New York, 1/10/64

NBC COLOR TELEVISION NEWS



January 10, 1964

NEW COLOR PRODUCTION OF JAMES COSTIGAN'S AWARD-WINNING
"LITTLE MOON OF ALBAN," AGAIN STARRING JULIE HARRIS,
TO BE PRESENTED BY "HALLMARK HALL OF FAME"

A new color production of James Costigan's "Little Moon of Alban," starring Julie Harris in the role of Brigid Mary, will be presented by the "Hallmark Hall of Fame" Wednesday, March 18 on NBC-TV (7:30-9 p.m. EST). The new production of the poignant drama will be produced and directed by George Schaefer.

Winner of four Emmy awards, four Sylvania awards, three Christopher citations and the 1958 Peabody medal for drama, "Little Moon of Alban" was the first 90-minute original teleplay ever commissioned by Hallmark. It was presented live, March 24, 1958 as an Easter color TV special on the "Hallmark Hall of Fame." The original production also was produced and directed by Schaefer.

"Little Moon of Alban" is set in Ireland in 1921, during the final days of "the Troubles" with England. Although the play has not been presented on television since 1958, it has been produced on Broadway, published in book form, and a kinescope copy of the original production was included among the best-plays-of-television series at New York's Museum of Modern Art.

According to producer-director Schaefer, requests for another performance of "Little Moon of Alban" have continued through the years prompting the sponsor, Hallmark Cards, to arrange for the new production.

(more)

2 - 'Little Moon of Alban'

The title of the play was taken by playwright Costigan from a line in J. M. Synge's play, "Dierdre of the Sorrows," in which the heroine stands beside the grave of her young lover, who has been killed and says, "I see the trees naked and bare and the moon is shining. Little moon, little moon of Alban, it's lonesome you'll be this night..."

Set in Dublin during the Irish Rebellion of 1916-1921, "Little Moon of Alban" tells the story of a young woman whose father, brother and fiance have been killed in the bitter fighting with the English. The deeply religious girl, in a struggle to cling to her faith, becomes a nursing nun whose soul is put to its severest test when she is sent to care for the English wounded in a hospital outside Dublin.

Julie Harris -- who will play the role of the Daughter of Charity, Brigid Mary, for the second time -- has appeared a number of times on the "Hallmark Hall of Fame," in roles ranging from "Victoria Regina" to that of the Cockney Liza Doolittle in "Pygmalion." Currently, she is starring on Broadway in "Marathon '33."

Rehearsals for the new production will begin in mid-February and the play will be taped in color at NBC-TV's Brooklyn color studios early in March.

The next "Hallmark Hall of Fame" special, Robert E. Sherwood's "Abe Lincoln in Illinois," will be seen on NBC-TV, Wednesday, Feb. 5 (7:30-9 p.m. EST, in color), starring Jason Robards Jr. in the title role.

PROGRAM HIGHLIGHT MARCH 18

HALLMARK HALL OF FAME: "Little Moon of Alban" -- A new production of James Costigan's award-winning drama about a Daughter of Charity during the Irish Rebellion, starring Julie Harris. (Color)

NBC COLOR TELEVISION NEWS



January 10, 1964

Attention, Sports Editors

TOP U.S. AND FOREIGN GOLF PROS TO COMPETE

U.S. Open Champion Julius Boros Faces Miguel Sala of South America
In Duel Opening "Shell's Wonderful World of Golf"
Second Season as NBC-TV Color Series

U. S. Open champion Julius Boros and Miguel Sala, winner of 35 South American titles, will be the opponents when "Shell's Wonderful World of Golf" tees off for a second season as an NBC-TV color series Sunday, Jan. 19 (4 to 5 p.m. EST).

The filmed series of 11 international golf matches pits top American golfers against leading foreign professionals on some of the world's most challenging and scenic courses. The programs are sponsored by the Shell Oil Company, through Kenyon & Eckhardt Inc.

Host and golf analyst for "Shell's Wonderful World of Golf" again is Gene Sarazen, winner of every major title in golf including the U. S. Open (twice), the PGA Championship (three times), the Masters and the British Open. Back to work with Sarazen on the commentary is announcer George Rogers, who also served as associate producer of the series.

Each full-hour show presents not only expert medal-play competition between outstanding golfers but also an examination of golf abroad -- the features that make that program's course great, the international flavor of the game, the customs and atmosphere in which golf is played in that country.

(more)

Each program also includes a short travelogue of the area around the course, with background information on the area's history, geography and people. An explanation of the layout and topography of the course also is included. Another feature with special appeal for golfers is the clinic at the end of the show, in which the professionals in the match give tips on technique, demonstrating in slow motion.

The globe-girdling golf series was filmed at famous courses in Europe, North and South America, Hawaii and Asia. The Boros-Sala duel was played at the Country Club de Bogota, Colombia.

Boros, who also won the U. S. Open crown in 1952, captured the PGA Player-of-the-Year Award last year for the second time. He was third among the PGA money winners in 1963. Sala, twice Colombian Open champion, has represented his country eight times in Canada Cup competition and has been invited to play in the Masters Tournament three times.

The Bogota course on which they compete is a 7,100-yard, par 72 layout located 8,500 feet up in the Colombian Andes. The course features elevated, split-level greens, some with as many as three levels, very tight fairways and numerous man-made lagoons.

In addition to Boros, "Shell's Wonderful World of Golf" 1964 series includes the winners of four other major golf titles. The other champions are Jack Nicklaus, Masters and PGA; Bob Charles, British Open, and Mickey Wright, U. S. Ladies PGA. Miss Wright's match against Brigitte Varangot of France marks the first appearance of women golfers in the series.

"Shell's Wonderful World of Golf" is produced by Sutherland Associates Inc., with Fred Raphael as executive producer and Dick Darley as producer-director.

SCHEDULE OF MATCHES IN "SHELL'S WONDERFUL WORLD OF GOLF"
SUNDAY COLOR SERIES (4-5 P.M. EST) ON NBC-TV NETWORK

<u>DATE</u>	<u>GOLFERS</u>	<u>COURSE AND LOCATION</u>
Sunday, Jan. 19	Julius Boros vs. Miguel Sala	Country Club de Bogota, Colombia
Sunday, Jan. 26	Mickey Wright vs. Brigitte Varangot	Clube de Golf do Estoril, Portugal
Sunday, Feb. 2	Dave Marr vs. Flory Van Donck	Royal Golf Club de Belgique, Brussels, Belgium
Sunday, Feb. 9	Gene Littler vs. Eric Brown	King's Course at Gleneagles, Scotland
Sunday, Feb. 16	Stan Leonard vs. George Knudson	Capilano Golf & Country Club, West Vancouver, Canada
Sunday, Feb. 23	Tony Lema vs. Chen Ching-Po	Kawana Fuji Course, Ito, Japan
Sunday, March 1	Doug Sanders vs. Juan Rodriguez	Dorado Beach Course, Puerto Rico
Sunday, March 8	Bobby Nichols vs. Jacky Bonvin	Crans-sur Sierre Golf Club, Switzerland
Sunday, March 15	Dave Ragan vs. Bob Charles	Royal Lahaina Golf Club, Maui, Hawaii
Sunday, March 22	Johnny Pott vs. Kel Nagle	Delhi Golf Club, India
Sunday, March 29	Jack Nicklaus vs. Sam Snead	Pebble Beach Golf Club, Pebble Beach, Calif.

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NBC COLOR TELEVISION NEWS



January 10, 1964

CREDITS FOR "SHELL'S WONDERFUL WORLD OF GOLF"

COLOR SERIES ON NBC-TV NETWORK

Time: NBC-TV Network color series, 11 Sundays starting
Jan. 19 (4-5 p.m. EST).

Format: Medal-play matches pitting top American golfers
against leading foreign golfers on some of the
world's most demanding and beautiful courses.
Winner of each match receives \$3,000 and loser
\$2,000. Each program includes a scenic view of
the area around the course, an explanation of
the features that make the course great, and an
examination of the customs and atmosphere in which
golf is played in that country. This is the
second year that series is on NBC-TV.

Host and golf
analyst: Gene Sarazen

Commentator: George Rogers

Premiere match: Julius Boros vs. Miguel Sala at Country Club de
Bogota, Colombia.

Filmed by: Sutherland Associates Inc.

Executive producer: Fred Raphael

Producer-director: Dick Darley

Associate Producer: George Rogers

Writer: Jack Zanger

Director of
photography: Meredith Nicholson.

Supervising editor: Sy Singer

Sponsor: Shell Oil Company

Agency: Kenyon & Eckhardt Inc.

NBC Press
Representative: Bob Goldwater (New York)

January 13, 1964

NBC NEWS PRODUCER TED YATES NAMED ONE OF NATION'S TEN OUTSTANDING
YOUNG MEN OF 1963 BY THE U.S. JUNIOR CHAMBER OF COMMERCE

NBC News producer Ted Yates has been chosen as one of
"America's Ten Outstanding Young Men of 1963" by the United States
Junior Chamber of Commerce.

Yates, currently co-producer of NBC-TV David Brinkley color
specials, including "Birth Control: How?," broadcast last Sunday
(Jan. 12), and the up-coming "Our Man on the Mississippi" and "Our Man
in Washington," is the only representative of the TV industry on this
honor list this year.

Others similarly cited were Senator Birch Bayh Jr., (D.-Ind.);
Dr. Zbigniew Brzezinski, director of Columbia University's Research
Institute on Communist Affairs; John Mack Carter, editor of McCall's;
Mayor Jerome P. Cavanagh of Detroit; Commissioner A. Leon Higginbotham
of the Federal Trade Commission; Thomas S. Mackey, general manager,
Texas Division, Wah Chang Corp.; George Stevens Jr., director of the
Motion Picture Service for the U. S. Information Agency; James Warren
Whittaker of the 1963 American Everest Exposition; and Representative
Edgar F. Foreman (R.-Texas).

Previous award winners have included William Saroyan (1940);
Leonard Bernstein (1944); Henry Ford II (1945); the late President
John F. Kennedy (1946, then a Congressman); former Vice President
Richard M. Nixon (1947, then a Congressman); Bud Wilkinson (1949);
and the late Dr. Tom Dooley (1956).

(more)

Yates and his fellow 1963 winners will be guests of honor at the 26th annual Awards Congress of the Jaycees on Jan. 24-25 in Santa Monica, Calif. An awards dinner will be held the night of Jan. 25 in Santa Monica Civic Auditorium.

Yates, 33, joined NBC News in 1961 and, shortly after, was teamed with Stuart Schulberg to produce the award-winning NBC-TV series, "David Brinkley's Journal."

Born in Wyoming and educated at the University of Virginia, the NBC News producer joined the Marines as a combat correspondent during the Korean War. After his discharge, he worked as a producer for the ABC news department, then became director of news and special events for WNTA-TV in New York City. Later, he left New York to collaborate on several screen plays in Hollywood with Ben Hecht.

In 1957, Yates won an Emmy and a Robert E. Sherwood Memorial Award as producer of "Night Beat," a TV program he helped develop with Mike Wallace. He also has been executive producer of the Tex and Jinx Productions, White House correspondent for NBC-TV, and producer of an NBC-TV program titled, "Your President's Week."

In 1960, Yates, as director of creative programming for Metromedia in New York, produced and wrote three individual shows that were nominated for Emmy Awards, and, the same year, started the series, "A Way of Thinking" (with Dr. Albert Burke), also nominated for an Emmy.

Last November, Yates represented the U. S. television industry at the second Inter-American Symposium in Puerto Rico, a privately sponsored convocation of experts in various fields of thought.

Yates is married to the former Mary Olberg of LaCrosse, Wis. With their three sons, they live in Washington, D. C.

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NBC-New York, 1/13/64

CHICAGO HIGH SCHOOL GIRL WINS FIRST PRIZE IN CONTEST CONDUCTED
BY FRITO-LAY, A SPONSOR OF NBC-TV'S 'MR. NOVAK' SERIES

A 14-year-old Chicago high school freshman, Dawn Marie Schultz, was announced as national winner of the first prize in the Frito-Lay contest to promote the NBC-TV dramatic series "Mr. Novak" (Tuesdays, 7:30-8:30 p.m. EST).

First prize consists of a three-week coast-to-coast vacation for four persons plus a new Falcon automobile. Miss Schultz will make a trip to California with her mother and father, and her brother Randall, a student at the University of Wisconsin. There she will meet James Franciscus and Dean Jagger, regular co-stars of the show.

Miss Schultz lives at 3337 North Milwaukee Avenue in Chicago and attends Carl Schurz High School. She is on the school honor roll, is a member of the Girl Scouts, and is an avid ice skating and football fan.

The contest was conducted on behalf of Frito-Lay, one of the program's sponsors, by the D. L. Blair Corp.

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NBC--New York, 1/13/64

CREDITS FOR NBC-TV'S TWO-DAY COVERAGE OF BING CROSBY
NATIONAL PRO-AMATEUR GOLF TOURNAMENT

Dates and Times: NBC-TV Network, Saturday, Jan. 18, 5 to 6 p.m.
EST, and Sunday, Jan. 19, 5 to 6:30 p.m. EST.

Program Coverage: Action at the final four holes of both the third
and fourth rounds of the 23rd Bing Crosby
National Pro-Amateur Golf Tournament at Pebble
Beach Golf Club, one of the three courses on
the Monterey Peninsula in California on which
the tourney is being played. The field includes
top professionals and golf-playing celebrities
from the sports and entertainment worlds. Ten
TV cameras will be used for the coverage. This
is the first time NBC-TV is televising play
in the Crosby tourney.

Facts on Course: Pebble Beach is a 6,747-yard, par 72 course.
Holes being televised are:
No. 15 -- 406 yards, par 4
No. 16 -- 400 yards, par 4
No. 17 -- 218 yards, par 3
No. 18 -- 540 yards, par 5.

Commentators: Lindsey Nelson at 18th hole, Chick Hearn at 17th
hole, Jim McArthur at 16th hole (and reporting
15th by monitor), Ralph Kiner interviewing
finishing golfers, Jimmy Demaret accompanying
tournament host Bing Crosby on a walking-talking
tour of last three holes.

Producer: Perry Smith

Associate Producers: Lou Kusserow and Bob Hiestand.

(more)

Directors: Harry Coyle and Ted Nathanson.
Sponsor: Minnesota Mining and Manufacturing Company.
Agency: Erwin Wasey, Ruthrauff & Ryan Inc.
NBC Press
Representatives: Bob Goldwater (New York) and George Marakas
(Burbank).

* * *

The Final Holes

Lawson Little, great international golf star more than two decades ago, has called the 17th and 18th holes at Pebble Beach Golf Club "the finest pair of finishing holes the game has ever known." These two holes bordering the Pacific Ocean are two of the four holes to be covered by NBC-TV in the third and fourth rounds of the Bing Crosby National Pro-Amateur Golf Tournament. Here is a brief description of the last four holes:

No. 15 -- 406 yards, par 4. The tee looks out through a narrow gap in the trees to a wide and gently sloping fairway. The large, nearly round green is well guarded on each side and at the rear by bunkers. The putting surface is contoured, with several humps.

No. 16 -- 400 yards, par 4. This dogleg-right hole slopes downward, with a large fairway trap ahead of the tee and a water hazard to the right. The fairway drops off quickly to a trough ahead of the green, with trees closing in on each side as the green is approached. The sloping green is set upon a mound which is surrounded by a moat-like area of deep and treacherous bunkers.

No. 17 -- 218 yards, par 3. This straightaway, level hole presents problems when a cross wind is blowing. The green is surrounded by bunkers, with only the right front being open. The putting area, shaped like two saucers placed together, has a severe and tricky ridge down the middle.

(more)

No. 18 -- 540 yards, par 5. The fairway curves around to the left from tee to green, following the edge of the ocean shoreline. A low bluff and sea-wall mark the left edge. The sloping green is tucked close to the edge of the beach and is guarded on the right and in front by bunkers. Many long hitters will attempt the shorter but risky drive across the rocky beach. There are many famous stories about playing from beach to green on this hole.

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NBC-New York, 1/13/64

NBC COLOR TELEVISION NEWS



January 13, 1964

CORRECTIONS FOR NBC-TV FEBRUARY COLOR BROADCAST SCHEDULE

Sunday, Feb. 2

5-5:30 p.m. -- Add: "Mutual of Omaha's Wild Kingdom."

5:30-6 p.m. -- Add: "G-E College Bowl."

Sunday, Feb. 23

2-3 p.m. -- Kill: NBC Opera Company -- "The Secret
of Suzanne"

CREDITS FOR 'THE ART OF COLLECTING,' COLOR SPECIAL ON NBC-TV

Program: "The Art of Collecting"

Time: NBC-TV Sunday, Jan. 19 (10-11 p.m. EST).

Description: An NBC News special which explores the world of private art collections. Five important American collections will be seen as they are displayed in the homes of their owners. These include (in order of showing) the collections of: Robert Lehman, New York investment banker; Norton Simon, California manufacturer; Alexander Girard, New Mexico designer and architect; John Denman, Seattle airline pilot; and Governor Nelson A. Rockefeller of New York.

Reported by: Aline Saarinen

Producer: Robert Northshield

Director: Walter Kravetz

Associate producer: John Lord

Written by: Robert Northshield and John Lord

Photographed by: Robin Still

Film edited by: Fred Flamenhaft

Assistant film editor: Ken Shea

Music composed by: Glenn Paxton

Music conducted by: Alfredo Antonini

Unit manager: Al Vecchione

Sound: Albert Schuster, David Scott

Sponsor: The Humble Oil and Refining Company

Agency: McCann-Erickson Inc.

NBC Press Representative: Bob Doerr (New York)

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NBC-New York, 1/13/64

NBC RADIO NETWORK NEWS

January 13, 1964

LIVE BROADCAST OF HARRY W. JUNKIN'S RADIO PLAY, "LONG DISTANCE,"
SET FOR NBC'S "DRAMA--THE EXPERIMENT--PART II" SUNDAY, JAN. 19

"Long Distance," a radio drama by Harry W. Junkin, will be broadcast on "Drama--The Experiment--Part II" on Sunday, Jan. 19 on the NBC Radio Network including WNBC (6:30-7 p.m. EST).

"Long Distance" will be a live production directed by Kenneth MacGregor. Jan Miner stars in the suspense story as Mrs. Leon Jacks, a woman who suddenly discovers evidence proving her husband did not commit a murder for which he faces execution within a half-hour. "Long Distance" revolves around Mrs. Jacks and her frantic attempts to reach the trial judge, who alone seems able to order a stay of execution.

This special broadcast will be heard in the time period normally occupied by "Meet the Press" which will not be broadcast this Sunday.

RADIO PROGRAM HIGHLIGHT--JAN. 19

"LONG DISTANCE"--"Drama--The Experiment--Part II" presents a live broadcast of Harry W. Junkin's radio drama about a woman's frantic attempt to get a stay of execution for her husband wrongly accused of a murder for which he is to die within a half hour.

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NBC-New York, 1/13/64

BILL DANA TO APPEAR AT ST. PAUL WINTER CARNIVAL

Bill Dana, who stars as Jose Jimenez on NBC-TV's "Bill Dana Show," will make a guest appearance at the St. Paul Winter Carnival Saturday, Jan. 25. He will ride in the grand parade as King Boreas Jose Jimenez of Jokum and Jilarity. While in St. Paul, he will be interviewed on KSTP-TV, the NBC affiliate.

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NBC-New York, 1/13/64

2-X-H NBC TELEVISION NETWORK NEWS

January 14, 1964

PRESIDENT JOHNSON CONGRATULATES NBC-TV'S
"TODAY" SHOW ON ITS 12TH ANNIVERSARY

President Lyndon B. Johnson congratulated NBC-TV's "Today" show on its 12th anniversary today (Jan. 14) in a telegram sent to William R. McAndrew, Executive Vice President in charge of NBC News. The President's message was read on the air by "Today" host Hugh Downs.

"Most sincere congratulations to the 'Today' show on its 12th anniversary," the telegram read. "Throughout the years you have kept the American public informed on the vital issues of the day. I feel confident that you will continue to do this with traditional fairness and dispatch. Happy birthday and my best wishes for many, many more."

"Today," presented Monday-through-Friday, 7-9 a.m. EST, had its premiere on NBC-TV Jan. 14, 1952.

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January 14, 1963

TV RADIO MIRROR POLL HONORS 'TODAY' ('BEST SHOW IN DAYTIME TV'),
NBC NEWS (FOR SCOPE AND DIGNITY IN BROADCASTING KENNEDY STORY),
AND SHIRLEY BOOTH OF 'HAZEL' ('BEST FEMALE STAR ON TV')

NBC-TV's early-morning "Today" show has been chosen the
"Best Show on Daytime Television" by TV Radio Mirror's nationwide
panel of more than 200 television critics, columnists and newsmen
and will receive TV Radio Mirror's 1963 Award "for excellence in
television."

A special award was also made to NBC News by TV Radio Mirror
"for the scope and dignity of its broadcasting achievement during the
national crisis of President Kennedy's death."

Another NBC award-winner was Shirley Booth, star of NBC-TV's
"Hazel," who was named "Best Female Star on TV."

Gerald A. Bartell, Chairman of the Board of Macfadden-Bartell
Corp., publishers of TV Radio Mirror, will present the awards to
"Today" and NBC News on the "Today" program Friday, Jan. 17
(at 8:30 a.m. EST). Host Hugh Downs will accept the award for "Today"
and Robert J. Northshield, General Manager, NBC News, will accept
the award for NBC News.

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ALINE SAARINEN, ART EXPERT FOR 'TODAY' AND 'SUNDAY,'
IS NAMED A WOMAN OF ACHIEVEMENT BY FEDERATION
OF JEWISH WOMEN'S ORGANIZATIONS

Aline Saarinen, noted art critic and author who appears regularly on NBC-TV's "Today" and "Sunday" programs, has been named a Woman of Achievement by the Federation of Jewish Women's Organizations.

Mrs. Saarinen will receive the award at the Federation's 68th Annual Convention and Luncheon at the New York Hilton Hotel Jan. 15.

In addition to her regular appearances on "Today" and "Sunday," Mrs. Saarinen also will be narrator of NBC News' full-hour color special, "The Art of Collecting," to be telecast on NBC Sunday, Jan. 19 (10 p.m. EST).

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NBC-New York, 1/14/64

January 15, 1964

NBC ACQUIRES TELEVISION RIGHTS TO PRODUCTIONS OF
THE MUSIC THEATER OF LINCOLN CENTER IN NEW YORK

The National Broadcasting Company and the recently organized Music Theater of the Lincoln Center in New York have entered into a long-term agreement giving NBC television rights to productions presented by the new Music Theater. The announcement was made today by Walter D. Scott, Executive Vice President in charge of the NBC Television Network, and Richard Rodgers, President, Music Theater of the Lincoln Center.

The Music Theater, a non-profit organization, will produce operettas and musical plays within the context of the community of artistic and educational institutions of the Lincoln Center for the Performing Arts. It will be a principal tenant of the New York State Theater, one of the group of buildings being constructed in the Lincoln Center complex.

Current plans are for a premiere this Summer, with two productions of five weeks each. The opening of the theater will parallel the first Summer season of the New York World's Fair.

Mr. Rodgers, distinguished American composer whose works have played a significant role in the development of the American musical theater, will be primarily responsible for selecting works to be performed in the Music Theater. He will actively supervise all artistic aspects of each production.

The theater will present performances of American and European classics in the field of light opera, operetta, musical plays and

(more)

musical comedy. Each production will be planned and presented as an integral unit using the finest available cast, direction, costumes and staging. Each year two or more productions will be performed at the New York State Theater for continuing periods of approximately five or six weeks each.

The Music Theater's first two productions will be under the stage direction of Edward M. Greenberg, who for four years has been stage director and associate to the general director of the Los Angeles and San Francisco Civic Light Opera Associations and has directed such productions as "The Merry Widow," "Kismet," "Carousel," "Song of Norway," and "Guys and Dolls." Franz Allers will conduct the first two productions. He conducted the original Broadway productions of "My Fair Lady" and "Brigadoon."

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NBC-New York, 1/15/64

NBC TRADE NEWS

January 15, 1964

COMPLETE SPONSORSHIP OF 'THE JACK BENNY SHOW'

ON NBC-TV IN THE 1964-65 SEASON IS ANNOUNCED

- - -
Miles Labs and State Farm Mutual to Co-Sponsor Series

Complete sponsorship of "The Jack Benny Show" on the NBC-TV Network for the 1964-65 season was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Mr. Durgin said Miles Laboratories Inc. has purchased co-sponsorship of the program through its agency, Wade Advertising, Inc. As previously announced, State Farm Mutual Automobile Insurance Company of Bloomington, Ill., will co-sponsor the program for the fifth consecutive year. State Farm's agency is Needham, Louis and Brorby Inc.

Jack Benny's return to NBC was announced Sept. 25. He began his broadcasting career on NBC Radio in 1932. In 1950, he went on television and for 12 of the next 13 years, his program was nominated for an Emmy Award.

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NBC'S DONALD MEANEY TO ADDRESS GEORGIA BROADCASTERS
ON COVERAGE OF PRESIDENT KENNEDY'S ASSASSINATION

Donald Meaney, Director, News Programs, NBC, will address the 19th Georgia Association of Broadcasters Radio-TV Institute Jan. 22, on the subject of NBC's coverage of President Kennedy's assassination. The seminar is being held Jan. 21-23 at the University of Georgia's Center for Continuing Education.

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NBC-New York, 1/15/64

NBC TELEVISION NETWORK NEWS

January 15, 1964

JAMES GARNER TO BE HOST OF 'INSIDE THE MOVIE KINGDOM--1964,' 90-MINUTE SPECIAL ON THE NBC-TV NETWORK

James Garner has been set by producer Milton Fruchtmann to host the 90-minute special "Inside the Movie Kingdom--1964," which will be presented on the NBC-TV Network Friday, March 20 (9:30-11 p.m. EST).

The special will be produced by Sextant Inc., in association with the editors of Life Magazine.

One of the screen's top boxoffice attractions and one of television's best-known personalities, James Garner first attained stardom in the title role of the long-run TV series, "Maverick."

His popularity led to motion picture offers, and he has followed his TV success with starring roles in such motion picture hits as the two films in which he has starred with Doris Day, "The Thrill of It All" and "Move Over, Darling," and "The Great Escape."

He is currently completing "The Americanization of Emily" at M-G-M. In addition to hosting the TV show, he will appear with Julie Andrews and Melvyn Douglas in a sequence already filmed between working sessions of that production.

Norman Corwin has written the script for the special, which will star more than 50 international film personalities. Sextant Inc., is a television and motion picture company headed by Robert D. Graff, President.

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January 15, 1964

MRS. JOHN F. KENNEDY AND OTHER MEMBERS OF THE LATE PRESIDENT'S FAMILY WILL ATTEND MASS CELEBRATED BY CARDINAL CUSHING THAT WILL BE COVERED IN 2-HOUR "BOSTON'S MEMORIAL TO JOHN F. KENNEDY" ON NBC-TV AND RADIO

Mrs. John F. Kennedy will be among the members of the late President's family who will attend a Solemn Pontifical Requiem High Mass in his memory at Boston's Holy Cross Cathedral Sunday, Jan. 19.

The special mass, which will be celebrated by Cardinal Cushing, Archbishop of Boston, will be covered in a live two-hour program, "Boston's Memorial to John F. Kennedy," on the NBC Television and Radio Networks from 10 a.m. to 12 noon EST.

Bill Ryan, of NBC News, will introduce the program and Msgr. Walter L. Flaherty, Director of the Archdiocesan Radio and TV Apostolate in Boston, will explain the mass as it is conducted in Latin.

Also participating in the memorial service will be the Boston Symphony Orchestra, under the direction of Erich Leinsdorf, which will perform Mozart's "Requiem Mass in D Minor."

In addition to the President's widow, members of the Kennedy family who will attend the mass are Mrs. Joseph P. Kennedy, Senator and Mrs. Edward M. Kennedy and Mrs. Sargent Shriver. Also accepting invitations to attend are Governor Endicott Peabody of Massachusetts; Mayor John F. Collins of Boston; Frank M. Folsom, Chairman of the Executive Committee of the Board, Radio Corporation of America, and representatives of the three major faiths.

The special program will be produced by George A. Heinemann and directed by Don McDonough.

RAY LEE JACKSON, FORMER NBC PHOTOGRAPHER, IS DEAD

Ray Lee Jackson, photographer who organized NBC's press photo studio in New York in 1932, died following a heart attack today (Wednesday, Jan. 15) at Mercy Hospital, Columbus, Ohio. He was 74.

Mr. Jackson joined the National Broadcasting Company in 1932 and set up the first network photo studio in the radio industry. During his 17 years with NBC, he photographed all of NBC's top stars.

Mr. Jackson was well remembered at the network for his photos of Arturo Toscanini, taken during a formal photo session rarely permitted by the famous conductor, and Gertrude Stein. One of his photographs of Miss Stein, showing the back of her head instead of her face, drew wide acclaim.

After he retired in 1949, Mr. Jackson returned to his hometown of Columbus where he opened a photography studio. He was a graduate of Ohio State University. He leaves no survivors.

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NBC-New York, 1/15/64

NBC ANNOUNCES COMPLETE SPONSORSHIP OF THE 15-MINUTE FOOTBALL
PROGRAMS BEFORE AND AFTER TELECASTS OF 1964 NCAA GRID GAMES;
ADVERTISERS ARE UNION CARBIDE AND COLGATE-PALMOLIVE

Complete sponsorship of NBC-TV's special 15-minute football programs preceding and following the network's telecast of NCAA football during 1964 has been purchased by Union Carbide Corp. and Colgate-Palmolive Co., it was announced today by Richard N. McHugh, Manager, Sports and Special Programs, NBC-TV Network.

Union Carbide, through its agency, William Esty Co., will sponsor the pre-game programs. Colgate-Palmolive, through Ted Bates & Co., will sponsor "Football Scoreboard," the program following the NCAA telecast. Both advertisers will sponsor the programs through telecasts of all the college games on 14 dates.

On Dec. 19, the National Collegiate Athletic Association and NBC announced that NBC had been awarded exclusive television rights to the association's schedule for 1964 and 1965.

Within two days, NBC announced complete sponsorship of the 1964 schedule by Chrysler Corporation, General Cigar Co. Inc., The Gillette Co. and Texaco Inc.

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NBC-New York, 1/16/64

January 16, 1964

NBC PRESENTS LIBRARY OF CONGRESS WITH FILMS OF 3-HOUR
DOCUMENTARY, 'THE AMERICAN REVOLUTION,' AND ITS
TV COVERAGE OF 'MARCH ON WASHINGTON'

The National Broadcasting Company yesterday (Jan. 15) presented the Library of Congress with film copies of the unprecedented three-hour TV documentary, "The American Revolution," and its TV coverage of the "March on Washington."

The presentations were made by William B. Monroe Jr., Director, NBC News, Washington, to L. Quincy Mumford, Librarian of Congress, at the Library of Congress.

Mr. Mumford said: "These films which record for posterity events of nationwide interest as they actually happened and as they were seen by Americans across the country on their TV screens will become an important part of our motion picture collection." Mr. Mumford added the films would be of great value and interest to future historians and scholars.

"The American Revolution" was telecast Sept. 2 and "March On Washington" was telecast Aug. 28. Both telecasts were produced by NBC News.

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NBC COLOR TELEVISION NEWS



January 16, 1964

ROY KAMMERMAN WILL BE HEAD WRITER OF
'TONIGHT SHOW STARRING JOHNNY CARSON'

Roy Kammerman will join the staff of "The Tonight Show Starring Johnny Carson" color series as head writer, it was announced today by producer Art Stark. The appointment becomes effective Jan. 20.

Kammerman worked with Carson and Stark in the daytime television show, "Who Do You Trust?" Kammerman was a writer and producer of that program.

Other "Tonight" staff writers are Walter Kempley, Tony Stern and Ed Weinberger.

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January 16, 1964

WILLIAM MARSHALL GUEST-STARS IN 'BONANZA' EPISODE
OF U.S. NEGRO WHO BECAME FAMOUS SINGER IN EUROPE
AFTER CIVIL WAR AND MET PREJUDICE ON RETURN

William Marshall, young Negro performer, has been signed by producer David Dortort to guest-star in the "Enter Thomas Bowers" episode of NBC-TV's "Bonanza" color series. The episode is now in production. Airdate for this episode of the Sunday (9-10 p.m. EST) series will be announced.

Marshall, a singer-actor, will play the title role in the episode which is based on the real-life experiences of an American Negro who became a famous singer in Europe after the Civil War and then returned to the United States and encountered prejudice.

Ken Renard and NBC's Ena Hartman portray a Negro father and daughter who befriend the singer when the Virginia City populace turns against him. (Miss Hartman, an NBC talent discovery, has been in Hollywood acting in films since last November.)

Marshall is a native of Gary, Indiana. His first stage appearance was as a singer in "Carmen Jones." Since then, he has appeared in "Peter Pan," "Lost in the Stars" and as De Lawd in the 1951 revival of "Green Pastures." He has made a number of motion pictures, including "Piedra De Toque," in which he starred.

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HUMBLE OIL AND REFINING TO SPONSOR "THE THOUSAND-MILE CAMPUS,"
STORY OF CALIFORNIA'S MASSIVE, TUITION-FREE SYSTEM OF
HIGHER EDUCATION, ON FULL-HOUR NBC NEWS COLOR SPECIAL

FOR RELEASE MONDAY A.M., JAN. 20

California's massive system of tuition-free public institutions of higher education will be the subject of a full-hour NBC News special to be telecast in color Sunday, March 15 (NBC-TV, 10-11 p.m. EST).

Entitled "The Thousand-Mile Campus," with Chet Huntley reporting, the special program will be produced by Gerald Green. It will be sponsored by the Humble Oil and Refining Company (through McCann-Erickson Inc. advertising agency).

California is currently enjoying a variety of booms, but the biggest is in the field of education, particularly public higher education. The state leads in college graduates per capita, and the percentage is growing. Half of the state's high school graduates go on to college, as opposed to a one-third average for the rest of the nation, and most of these students go to the state's public institutions. These embrace 71 junior colleges, 16 state colleges and the University of California, which will eventually have nine campuses. Current enrollment exceeds 400,000 students, who can receive degrees from two-year colleges through PhD's for just nominal fees.

(more)

2 - Thousand-Mile Campus

"The Thousand-Mile Campus" will focus on these three systems of college (with campuses dotting the nearly 1,000-mile length of California) to show their diversity and their roles under the state's "Master Plan" for higher education.

The program will open with a visit to the Foothills Junior College in Los Altos. The two-year junior colleges are open to all. They attempt to meet the community's needs and prepare students for transfer to four-year colleges or for immediate employment by providing vocational courses. At Foothills, students will be seen learning electronics and data processing.

The state colleges are four-year schools originally designed for teacher-training but which have now widened their curricula. At San Francisco State College, a liberal arts school, future teachers will be seen observing a kindergarten class at a San Francisco elementary school. Other students will be seen at an informal seminar with noted semanticist S. I. Hayakawa, who is Professor of Language Arts at the college.

A major part of the program will be devoted to showing the scope of the vast University of California, which accepts the top high school graduates and is primarily concerned with research. Activities at eight of the university's campuses will be seen. They are at Berkeley, where Nobel Prize-winning scientists are engaged in atomic research; at the San Francisco Medical Center, where doctors are doing research on a disease of infants; at Davis, where courses are given in the study of wines and grape-growing; at Santa Barbara, where members of the Paganini String Quartet are on the faculty; at UCLA, where noted film director Jean Renoir will be seen teaching a class in advanced movie directing and where scientists will be seen working with

(more)

3 - Thousand-Mile Campus

chimpanzees at the Brain Research Center, and at La Jolla, site of the Scripps Institution of Oceanography, which has several ocean-going ships including the FLIP research vessel.

In addition, the university's tremendous growth and plans for future expansion will be shown in scenes at the Irvine Campus, which is being built from scratch on 1,000 acres of the Irvine Ranch, and at Santa Cruz and San Diego where other huge campuses are under construction.

The program also will include interviews with two prominent educators: Dr. Clark Kerr, president of the University of California, and Robert M. Hutchins, former chancellor of the University of Chicago and now president of the Fund for the Republic in Santa Barbara.

PROGRAM HIGHLIGHT MARCH 15

THE THOUSAND-MILE CAMPUS: Chet Huntley presents a full-hour report on California's vast system of public higher education showing the role and diversity of the state's tuition-free educational system. (Color)

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NBC-New York, 1/17/64

NBC TRADE NEWS

January 17, 1964

CARTER PRODUCTS PURCHASES SPONSORSHIP IN 11 NBC-TV NETWORK NIGHTTIME SERIES THROUGH FIRST THREE QUARTERS OF 1964

Carter Products Inc. has purchased sponsorship in 11 NBC-TV nighttime programs throughout the first three quarters of 1964, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The programs are "Monday Night at the Movies," "Sing Along with Mitch," "The Richard Boone Show," "Espionage," "The Eleventh Hour," "Temple Houston," "Dr. Kildare," "International Showtime," "The Lieutenant," "The Joey Bishop Show" and "Saturday Night at the Movies."

The Carter order was placed through Sullivan, Stauffer, Colwell & Bayles.

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January 17, 1964

GENERAL CIGAR BUYS SPONSORSHIP
IN 7 NBC-TV NIGHTTIME PROGRAMS

General Cigar Co. Inc. has purchased sponsorship in seven NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Through its agency, Young & Rubicam, General Cigar will advertise on "International Showtime," "The Bill Dana Show," "Espionage," "Monday Night at the Movies," "Mr. Novak" and "The Richard Boone Show."

On Jan. 5, General Cigar sponsored the NBC News special "The Problems of the Presidency."

Remainder of the General Cigar order runs through March 31.

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NBC TELEVISION NETWORK NEWS

11 FIRST-PLACE AWARDS GO TO NBC IN 15TH ANNUAL

TELEVISION TODAY AND MOTION PICTURE DAILY

POLL FOR FAME MAGAZINE

FOR RELEASE MONDAY A.M., JAN. 20

National Broadcasting Company performers, programs and services won 11 first-place awards in the 15th annual Television Today and Motion Picture Daily poll for Fame Magazine.

James Franciscus of "Mr. Novak" was named the Most Promising New Star (Male) and Gary Lockwood of "The Lieutenant" was runner-up.

"The Andy Williams Show" was voted the Best Musical Show (Popular). Williams was selected as Best Vocalist (Male) and Perry Como was runner-up.

NBC-TV's "Today" show was named Best Daytime Program.

"Walt Disney's Wonderful World of Color" was voted the TV Show Making the Most Effective Use of Color.

"The Richard Boone Show" was voted the Best Dramatic Program (One Hour or More), and the Most Unique New Program.

For the third straight year, "Bonanza" was named the Best Western Series.

Other veteran NBC winners include Hugh Downs as Best Announcer for the sixth consecutive year and Mel Allen as the Best Sportscaster for the 11th consecutive year.

The NBC Press Department was cited as Best Network Publicity Service, winning the award for the sixth consecutive year.

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The NBC first-place winners follow:

Most Promising New Star (Male) -- James Franciscus of
"Mr. Novak"

Best Western Series -- "Bonanza"

Best Vocalist (Male) -- Andy Williams

Best Musical Show (Popular) -- "The Andy Williams Show"

TV Show Making Most Effective Use of Color -- "Walt
Disney's Wonderful World of Color"

Best Daytime Program -- "Today"

Best Dramatic Program (One Hour or More) -- "The
Richard Boone Show"

Best Announcer -- Hugh Downs host of "Today" and
"Concentration"

Most Unique New Program -- "The Richard Boone Show"

Best Sportscaster -- Mel Allen

Best Network Publicity Service -- NBC Press Department

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NBC-New York, 1/17/64

January 17, 1964

GEORGE A. GRAHAM JR., BOARD CHAIRMAN OF NBC INTERNATIONAL,
WILL ATTEND INAUGURAL SERVICES FOR RADIO BARBADOS

George A. Graham Jr., Chairman of the Board of NBC International, will attend inaugural ceremonies for Radio Barbados Sunday (Jan. 19), heralding the new broadcasting service for the island communities of the Caribbean.

Representing one of the three-member consortium designated by the Barbados government to design and install the station, Mr. Graham was invited to the ceremonies by Barbados Premier Errol Barrow along with Harold Anderson, Manager of Special Projects of NBC International and also the consortium's project manager for the Barbados installation.

Other members of the consortium are Television International Enterprises (international program and sales representatives) and Thomson Television International, headed by Roy Thomson.

Radio Barbados was designed to beam as far North as Jamaica and is expected to serve an island population well in excess of 600,000. Test reception reports have already been received from the Virgin Islands, Trinidad, Tobago, Antigua, Granada, Martinique, Guadeloupe and others of the leeward and windward island group.

Radio Barbados is operated by Caribbean Broadcasting Corp. The consortium, which goes under the name of International Broadcasting (Barbados) Ltd., serves as the managing agent for the Barbados government until Radio Barbados itself assumes the administration and operation of the installation. The staff is presently headed by Paul Watson as General Manager, and James Luttrell as Chief Engineer.

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NBC TELEVISION NETWORK NEWS

January 17, 1964

DENISON, IOWA, EDUCATORS COMMEND 'MR. NOVAK' SERIES

Twenty-seven faculty members of the Denison Community School District in Denison, Iowa, signed a letter of appreciation to the NBC Television Network for the program series "Mr. Novak" (Tuesdays, NBC-TV 7:30-8:30 p.m. EST).

The letter said: "(we) wish to congratulate you on your honest efforts to depict the life and problems of a high school teacher... We hope you will continue to consult school people, who thoroughly understand the problem of teachers, and then depict them in such a manner that laymen will better understand the problems of schools and teachers....Many of our intelligent young people should be encouraged to enter the teaching profession, and your efforts in creating a better understanding of the profession can be conducive to their decision to consider making teaching a career. We need good teachers and their best efforts in order to make democracy work as it should in this great nation. Please congratulate your stars for doing excellent work in this production."

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NBC RADIO NETWORK NEWS

January 17, 1964

THIS IS NBC RADIO

What is NBC Radio?

"NBC Radio is everything and everybody," says William K. McDaniel, Executive Vice President in charge of the NBC Radio Network. "With its accent on news and information, with its staff of 800 news personnel, NBC Radio, at one time or another, speaks to or is spoken to by every world leader, statesman and newsmaker."

Whether it be a Panamanian uprising, a Mardis Gras or a Rose Bowl game, NBC Radio is there. Whether it be a Robert F. Kennedy or an Audrey Hepburn, personalities of note have been heard, are heard and will be heard on NBC Radio.

NBC Radio provides more than 40 hours per week of network service. These services are (all times EST):

NEWS ON THE HOUR -- Seven days a week -- on the hour -- from 7 a.m. to 2 a.m., such correspondents as David Brinkley, Pauline Frederick and Sander Vanocur report the news around the world.

EMPHASIS -- Piers Anderton, Edwin Newman, Kenneth Bernstein and Frank Blair are just some of the NBC Newsmen who emphasize the news or an event in the news on "Emphasis." On this program, NBC Newsmen take to the airwaves to air their views on any subject they deem worthy of emphasis.

THE JOE GARAGIOLA SHOW -- The news of the sporting world is reported by Joe Garagiola, Monday through Friday, on the former star catcher's five-minute show heard in the early morning hours.

(more)

PERSPECTIVE ON THE NEWS -- Chet Huntley keeps the nation informed on the day's happenings around the world with a perspective on what might happen, what could happen, and what should happen.

NEWS OF THE WORLD - Veteran newscaster Morgan Beatty reports the news of the day.

WORLD NEWS ROUNDUP -- Peter Hackes, Bernard Frizell, Joseph C. Harsch, Frank Bourgholtzer and other NBC Newsmen stationed at global posts report the latest news from their vantage points.

THE BEST FROM INTERLOCHEN -- The best in classical music as provided by students of the famous summer music camp is heard Mondays.

TOSCANINI: THE MAN BEHIND THE LEGEND -- Tapes from the personal files of Walter Toscanini, the late maestro's son, are heard for the first time. Also, noted music personalities who knew or worked with Toscanini offer reminiscences. Ben Grauer is host.

THE NBC FARM REVIEW -- The problems of the farmer, trends in farming and other pertinent news of interest to the farmer are discussed in this Saturday program heard at 7:45 a.m. and then again on Sunday at 11:15 a.m.

FAMILY LIVING '64 -- Sunday noontime finds well-known personalities discussing various aspects of family and community life with experts in the field.

DOROTHY GORDON'S YOUTH FORUM -- On Sunday afternoon, 2:05 to 2:30 p.m. (WNBC only, 10:35-11 a.m.), Dorothy Gordon moderates the award-winning show that has a noted personality discussing a political, social or economic topic with a panel of teenage students.

MEET THE PRESS -- With Ned Brooks as host, the Sunday series spotlights a personality prominent in news headlines as he is interviewed by a panel of well-known reporters and commentators.

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POCKETBOOK NEWS -- Wilma Soss examines trends in Wall Street, helping housewives and husbands to understand investing and investments.

JOHN CHANCELLOR REPORTS -- Coverage by the NBC Newsman on Sunday evening of news of the hour, of the day and of the week.

RELIGIOUS PROGRAMMING -- At varying times on Sunday: "Great Choirs," "Faith in Action," "Art of Living," "National Radio Pulpit," "Bible Study Hour," "Voice of Prophecy," "The Eternal Light," "The Catholic Hour," "Hour of Decision -- Billy Graham" and "Back to God Hour."

MONITOR -- Five three-hour segments heard Saturdays and Sundays make "Monitor" unique in broadcasting. Hosted by David Wayne (Saturday, 9 a.m. to 12 noon), Barry Nelson (Saturday, 3-6 p.m.), Gene Rayburn (Saturday, 7:30-10:30 p.m.), James Daly (Sunday 3-6 p.m.), and Frank McGee (7-10 p.m.), "Monitor" provides news, comedy, music, sports and observations of people and events of interest to people everywhere.

"Monitor Mirthmakers" include Jonathan Winters, Nichols and May, Selma Diamond, Ethel and Albert, Al Capp and Cliff Arquette as Charlie Weaver. "Dear Shari" features Shari Lewis reading her fan mail which consists of remarkable communiques from tots aged seven to eleven.

"Monitor" swings with "The Lively Ones," starring Vic Damone and the best pop sound on records. The best in literature is brought to life by Basil Rathbone on "Monitor Theatre Time."

"Monitor" moves to places near and far in "Ring Around the World" as NBC Newsmen bridge time and distance to report happenings as they occur. "Monitor" moves to any place where there are people of interest to other people.

"Justice," "Know Your FBI" and "National Alert" are service features of "Monitor" that acquaint the public with the workings of their governmental agencies.

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Mel Allen as "The Voice of Monitor Sports" heads a team of sportscasters including Lindsey Nelson, Jay Miller and Len Dillon in covering baseball, football, tennis, yachting and other sport activities. Ted Webbe's "Sport of Speed" reports on sports car racing throughout the world for enthusiasts. "Celebrity Sports" with Keith Morris as host talks to celebrities throughout the world to reveal their favorite athletic pastime for relaxation, exercise and enjoyment.

What is NBC Radio? More than 40 hours a week of everything and everyone. That's what it is.

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NBC-New York, 1/17/64

January 20, 1964

NBC AND ORANGE BOWL COMMITTEE SIGN 3-YEAR CONTRACT FOR EXCLUSIVE
TV (IN COLOR) AND RADIO COVERAGE OF ANNUAL GRID CLASSIC,
TO BE BROADCAST AT NIGHT NEW YEAR'S DAY

A three-year contract for exclusive television and radio coverage of the annual Orange Bowl Game in Miami, Fla., the night of New Year's Day, was signed today by the Orange Bowl Committee and the National Broadcasting Company.

The contract will begin with the 31st annual Orange Bowl football classic on Jan. 1, 1965. This will be the first time that any of college football's New Year's Day bowl games has been played at night.

Today's joint announcement was made at a press conference in Miami by Stuart W. Patton, Chairman of the Orange Bowl's Radio and Television Committee, and Carl Lindemann Jr., Vice President, NBC Sports. They said the contract also gave the National Broadcasting Company television and radio rights to other events in the 10-day Orange Bowl Festival, including daytime and nighttime parades, the three-day marine regatta and basketball and tennis tournaments.

Mr. Lindemann also announced that the television coverage of the football game will be in color.

He added, "We are delighted to obtain the rights to the Orange Bowl Game and related events, and anticipate many happy years of association with this fine organization."

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Mr. Lindemann noted that NBC now will cover three big bowl games on New Year's Day, with the Orange Bowl Game following the Sugar Bowl and Rose Bowl contests.

Mr. Patton said, "After 30 years of daytime play, the Orange Bowl looks forward to playing its New Year's Day football classic at night, and to color coverage by NBC."

He pointed out that night football is not new to Miami grid fans, since the University of Miami plays its home games at night in the Orange Bowl Stadium. Mr. Patton added that the Miami weather "is ideal for a night game on New Year's Day."

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NBC-New York, 1/20/64

January 20, 1964

CONSOLIDATED CIGAR BUYS INTO FIVE
NBC-TV NIGHTTIME PROGRAMS

Consolidated Cigar Corp. has purchased sponsorship in five NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Consolidated order runs from January through September, 1964. The shows are "Monday Night at the Movies," "The Richard Boone Show," "Espionage," "Temple Houston" and "International Showtime."

The Consolidated order was placed through Compton Advertising Inc.

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NBC'S MARION STEPHENSON TO SPEAK AT MEETING
OF THE COSMETIC CAREER WOMEN

Marion Stephenson, Vice President, Administration, NBC Radio Network, will be the guest speaker at the Feb. 5 meeting of the Cosmetic Career Women to be held in the Empire Room of the Waldorf-Astoria Hotel in New York.

Miss Stephenson, NBC's first woman Vice President, will address the society on "How to Be Successful in Business by Really Trying."

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NBC-New York, 1/20/64

NBC-TV NETWORK PROGRAM

'RICHARD BOONE SHOW' TO CONTINUE ON NBC-TV NETWORK FOR FULL RUN
OF CURRENT SEASON THROUGH SEPT. 15

The "Richard Boone Show" will continue on the NBC Television Network Tuesday nights at 9 p.m. EST for the full run of the current season through next Sept. 15 with a schedule of new productions as well as repeat broadcasts.

Production on Show No. 23 of the current schedule of originals will start Wednesday, Jan. 22 at the MGM Studios on the West Coast. Harry Morgan, one of the players in the repertory company assembled by Richard Boone for this series, will direct this program, which is titled, "The Occupational Hazard."

Following completion of production of "The Occupational Hazard," production will begin on two more programs to round out the schedule of originals.

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NBC-New York, 1/20/64

ROBERT MORSE TO BE 'TWTWTW' GUEST STAR

Robert Morse will be guest star of NBC-TV's "That Was the Week That Was" Friday, Jan. 24 (9:30 p.m. EST). Morse will join regulars Elliott Reid, Henry Morgan, David Frost and Nancy Ames on this telecast of the satirical revue.

The leading role in the Broadway production of "How to Succeed in Business Without Really Trying" established Morse as a top comedy star. He has also starred in "Say Darling" and "The Matchmaker" and was featured in "Take Me Along."

* * *

PROGRAM HIGHLIGHT JAN. 24

"THAT WAS THE WEEK THAT WAS" -- Satirical revue with guest star Robert Morse and regulars Elliott Reid, Henry Morgan, David Frost, Nancy Ames.

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GARY CLARKE, 'VIRGINIAN' CO-STAR,
ENGAGED TO ACTRESS PAT WOODELL

Gary Clarke, co-star (as Steve) of NBC-TV's 90-minute color series "The Virginian," and actress Pat Woodell have announced their engagement.

Clarke and Miss Woodell announced on Jan. 17 that they were engaged on Christmas Day and plan a June wedding in Hollywood.

Miss Woodell co-stars in the TV series "Petticoat Junction."

-----o----- NBC-New York, 1/20/64

'TEACHERS SEEM TO HAVE FOUND IN MR. NOVAK, AND HIS PRINCIPAL MR. VANE, THE SORT OF COLLEAGUES WITH WHOM THEY WOULD LIKE TO IDENTIFY,' SAYS NATIONAL EDUCATION ASSOCIATION BULLETIN

In its most recent weekly report, published on behalf of its 800,000 teacher and administrator members, the National Education Association publication "Education U.S.A.," devoted an entire page of the four-page bulletin to the "Mr. Novak" NBC-TV dramatic series (Tuesdays, 7:30-8:30 p.m. EST).

The bulletin said: "Teachers seem to have found in Mr. Novak, and his principal Mr. Vane, the sort of colleagues with whom they would like to identify, and in the problems with which Novak and Vane cope each week the sort of challenges which confront them from day to day in the classroom."

The article further describes how executive producer E. Jack Neuman, who created the series, spent months touring high schools throughout the nation to learn about the real situations in schools that would make believable, honest dramas. Neuman also expects writers who aspire to write for "Mr. Novak" to visit schools also in order to learn about the situations that face faculty and student body in the American high school today.

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NBC-New York, 1/20/64

NBC COLOR TELEVISION NEWS



January 20, 1964

TOM KENNEDY WILL BE NAMED A KENTUCKY COLONEL
WHEN GOV. BERT COMBS VISITS "YOU DON'T SAY!"

Gov. Bert Combs of Kentucky will appear on the NBC-TV daytime "You Don't Say!" color broadcast on Friday, Jan. 24 "to commission" native son Tom Kennedy as a Kentucky Colonel.

Kennedy, who is master of ceremonies of both the daytime (Monday through Friday, 3:30 p.m. EST) and the nighttime (Tuesday, 8:30 p.m. EST) "You Don't Say!" series, is a native of Louisville.

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January 21, 1964

SIX ADVERTISERS BUY INTO 12 NBC-TV NIGHTTIME PROGRAMS
THROUGHOUT FIRST THREE QUARTERS OF 1964

Six advertisers have purchased sponsorship in 12 NBC-TV nighttime programs throughout the first three quarters of 1964, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The sponsors are Green Giant Co. (through its agency, Leo Burnett Co.), Plough Inc. (Lake-Spiro-Shurman Inc.), Ford Motor Co. (J. Walter Thompson Co.), General Electric Co. (Young & Rubicam), Simmons Company (Young & Rubicam) and The B. F. Goodrich Co. (Batten, Barton, Durstine & Osborn).

Green Giant has bought into "Espionage," "The Lieutenant," "Saturday Night at the Movies" and "International Showtime."

Plough bought sponsorship in nine programs: "The Bill Dana Show," "Monday Night at the Movies," "Sing Along with Mitch," "Espionage," "The Eleventh Hour," "International Showtime," "The Joey Bishop Show," "Saturday Night at the Movies" and "Dr. Kildare."

Ford will advertise on six shows: "The Joey Bishop Show," "Saturday Night at the Movies," "Monday Night at the Movies," "Espionage," "The Eleventh Hour" and "Temple Houston."

(more)

Nine programs were bought by Simmons: "The Bill Dana Show," "Monday Night at the Movies," "Sing Along with Mitch," "The Richard Boone Show," "Espionage," "Temple Houston," "International Showtime," "The Lieutenant" and "Saturday Night at the Movies."

B. F. Goodrich will participate in three programs: "Sing Along with Mitch," "International Showtime" and "Eleventh Hour." General Electric bought sponsorship in "Saturday Night at the Movies."

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NBC-New York, 1/21/64



January 21, 1964

'THE GAMBLING HEART,' NEW COMEDY BY OSCAR WINNER HORTON FOOTE,
TO OPEN SECOND HALF OF SEASON FOR 'DuPONT SHOW OF THE WEEK'

A new comedy by Academy Award-winner Horton Foote, "The Gambling Heart," will open the second half of the season for "DuPont Show of the Week" on NBC-TV Sunday, Feb. 23 (10-11 p.m. EST), in color. Ruth White, Tom Bosley and Sarah Marshall will co-star in the play.

The "DuPont Show of the Week" season will run through June 28 and will include, in its second half, four drama-documentaries and eight dramatic shows in color. "The Gambling Heart," the first of the dramas, will be a Talent Associates-Paramount Ltd. presentation. David Susskind and Daniel Melnick are the executive producers of the play. Jacqueline Babbin is the producer and Paul Bogart the director.

"The Gambling Heart" is Horton Foote's first teleplay since he won his Oscar for "To Kill a Mockingbird." In returning to the medium in which he found a beginning and fame as a writer, Foote has plotted a comedy of characters set in the familiar Texas town where so many of his plays have been set.

A certain Mrs. Turner (played by Ruth White) has two daughters, Carrie Bernice (Estelle Parsons) and Ada (Sarah Marshall), each of whom inherited \$10,000 on the death of their father. Ada's husband Howard (Tom Bosley) is imbued with a gambling heart and turns the \$10,000 into

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2 - 'The Gambling Heart'

many millions. Carrie is married to the conservative Hugh (John Cullum), who is eking out a living running a dry-cleaning store. Mrs. Turner, possessed of a gambling heart herself, is naturally partial to Howard, but she encourages Hugh to "take a chance" so that he might also become a "success."

When Hugh's little business begins to run into problems, he decides to take his mother-in-law's advice and gamble \$5,000 worth of savings in a risky oil deal. The resulting complications provide a farce enhanced by the idiosyncrasies of Foote's cast of characters.

PROGRAM HIGHLIGHT SUNDAY, FEB. 23

DU PONT SHOW OF THE WEEK -- "The Gambling Heart,"

Oscar-winner Horton Foote's new comedy co-starring Ruth White, Tom Bosley and Sarah Marshall. (Color)

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NBC-New York, 1/21/64

SOUTH CAROLINA BROADCASTERS TO HONOR NBC'S FRANK BLAIR

Frank Blair, host of NBC-TV's "Sunday" program and news reporter on the "Today" show, will receive the South Carolina Broadcasters Association Good Citizenship Award for 1963.

The award will be presented at the Association's Awards Banquet Jan. 31 at the Jack Tar Poinsett Hotel in Greenville, S. C. Blair will also be the principal speaker at the dinner.

The award is made annually to a broadcaster who has contributed notably to the industry in more ways than obtaining a reputation as a showman, and who is highly respected and admired by his colleagues.

Blair, a native of Yemassee, S. C., began his broadcasting career as a newsman for radio station WCSC in Charleston and, later, for station WIS in Columbia, S. C. He has presented the news on "Today" since the Monday-through-Friday morning program started in January, 1952. The full-hour "Sunday" afternoon news program debuted this season.

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NBC-New York, 1/21/64

NBC TELEVISION NETWORK NEWS

January 21, 1964

MARSHALL JAMISON NOW PRODUCER-DIRECTOR OF 'TWTWTW';

NORMAN PARIS IS NAMED MUSIC DIRECTOR

Marshall Jamison has been assigned all directorial duties -- in addition to his producer's role -- and Norman Paris has been named music director for NBC-TV's "That Was the Week That Was," it was announced today by Leland Hayward, the series' executive producer.

Jamison served previously as producer and co-director. He is now producer-director.

Paris's music credits include the motion picture, "David and Lisa," "JFK Reports" on NBC-TV, and "I've Got a Secret" on another network.

"That Was the Week That Was" is telecast Fridays, 9:30 p.m. EST.

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January 22, 1964

HELENE CURTIS INDUSTRIES INC. BUYS SPONSORSHIP
IN 10 NBC-TV NIGHTTIME PROGRAMS

Helene Curtis Industries Inc. has purchased sponsorship in 10 NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Helene Curtis order spans the first three quarters of 1964. The 10 programs are "Monday Night at the Movies," "Sing Along with Mitch," "Espionage," "Eleventh Hour," "Temple Houston," "Dr. Kildare," "International Showtime," "The Lieutenant," "Saturday Night at the Movies" and "The Jack Paar Program."

The Helene Curtis order was placed through Edward H. Weiss and Company.

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January 22, 1964

GOOD TASTE AND NEWS JUDGMENT EXERCISED IN RADIO AND TELEVISION
COVERAGE OF PRESIDENT KENNEDY ASSASSINATION STORY, NBC'S
DONALD MEANEY STATES IN TALK TO GEORGIA BROADCASTERS

Radio and television coverage of the story of the President Kennedy assassination exercised good taste as well as news judgment, said Donald Meaney, Director, News Programs, for NBC News.

Mr. Meaney, who spoke today in Athens, Ga., before the 19th Georgia Association of Broadcasters Radio-TV Institute at the University of Georgia's Center for Continuing Education, said taste did play an important role in what went on the air, and added, "I like to think, though, that good taste is like good manners: it is inherent. To some extent one behaves with his cameras' presence at such an occasion as he would if he were there himself, only much more so because of the multitudes he brings with him, adding to whatever degree of intrusion there is in this complicated combination of personal and public tragedy.'

"More than in matters of taste," he continued, "I feel our fundamental decisions were those of our profession, in news judgment. It was an occasion when we frequently were presented with a choice between two or even more terribly big scenes to take our audiences to. In a coverage that had to have so much pooled material, all of it the same for all networks, this selection was one of our few areas of individuality."

In his speech, which was devoted to NBC's coverage of the President's assassination, Mr. Meaney recalled highlights of the four-day coverage:

(more)

"NBC's decision to keep the cameras on all Sunday night in the Rotunda," he said, "was in the highest standards of what we are in business for.

"It is said that broadcasters bound our people together in sharing this common experience as has never been done before. Thousands and thousands of those people shuffled through the Capitol that night, and I feel a great public service was done by letting others of us be with them, if only electronically. They showed us that night the face of America.

"Then there was what for me was the peak moment of heart-break, John Jr. saluting the coffin. NBC had that shot because of the enterprise of an always enterprising director in Washington. He hired an entire parking lot across the street and his cameras were the only ones facing the front of the church for that shot."

Another high point, said Mr. Meaney, was the shooting of Lee Oswald. But NBC's exclusive picture of that incredible event was not a matter of luck.

"We, of course, were not playing for a murder," Mr. Meaney explained. "We were really set for Lee Oswald's transfer from that jail. Tom Pettit, our reporter in the passageway, had kept us aware as the time drew nearer and we were staying loose for his final warning. When it came, we were free to switch quickly and actually had the camera live before Oswald came around the corner. I had just congratulated our producer, Chet Hagan, on the quick switch when "Bang!" You heard Oswald cry out and you saw him slump to the floor."

(more)

"The fact television and radio did a notable job should not be treated as a phenomenon," Mr. Meaney said, adding, "I think this was just our most dramatic demonstration. We are all professional journalists... and I say such performance is expectable. Admittedly the assembly of all that manpower and equipment under such pressure was really remarkable. But the journalistic performance? It was in what I consider already our tradition, a tradition that I say now should be recognized by all."

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NBC-New York, 1/22/64



January 22, 1964

'TONIGHT SHOW STARRING JOHNNY CARSON' WILL VISIT
WEST COAST FOR TWO WEEKS OF TELECASTS

"The Tonight Show Starring Johnny Carson" will visit the West Coast for two weeks of telecasts, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network. Commenting on the temporary move from New York to Burbank, which will be made in mid-February, Mr. Werner said:

"Hollywood continues to be a mecca for showbusiness personalities, many of whom rarely appear in New York. We hope to have many of them on the show. We feel a move to the Coast is stimulating to the 'Tonight' cast and staff. Art Stark, producer of the show, tells me viewers can expect two weeks of lively fun with Johnny Carson and the Hollywood greats during February."

The first of the Burbank originations for the Monday-through-Friday "Tonight Show" color series will be taped Sunday, Feb. 16 and will be telecast from both coasts Monday, Feb. 17 (11:15 p.m.-1 a.m. EST and PST).

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January 22, 1964

"TO BE BEAUTIFUL, A GIRL MUST SOUND SO," STATES
NBC NEWS' CHET HUNTLEY IN SEVENTEEN MAGAZINE

Sugar and spice and a voice just as nice. That's what girls should be made of, in the opinion of NBC News' Chet Huntley.

Huntley has even more to say in an article for the February issue of Seventeen magazine. "To be beautiful," writes Chet, "a girl must sound so."

To support his thesis, the NBC Newsman recounts an experience on a flight out of London one day, one that may ring familiar to other connoisseurs of feminine beauty. The stewardess, says Huntley, supplied a particularly lovely image until she took to the public address system for the traditional welcome-aboard.

"The effect was as rude and abrupt as if she had suddenly revealed a bald head," writes Chet. "How could such a gloriously contrived masterpiece of feminine construction be the source of those pinched and wispy sounds?"

Huntley urges Seventeen's readers to pay as much attention to the training of larynx and diction as to coiffure, make-up, costume, and the rest.

By way of a postscript, Mrs. Chet Huntley is a beautiful blonde named Tippy whose visage and voice qualified her as a TV weather girl before the perceptive NBC Newsman convinced her that domesticity could be nice, too.

January 22, 1964

A MEMENTO FROM THE POPE

Pope Paul's pilgrimage to the Holy Land gave Joe Vadala, an assistant cameraman assigned to the NBC News crew, something to remember. When he first arrived in Jordan, Vadala bought a special medal that had been struck in commemoration of the Pope's visit.

After filming the Pope's meeting with Patriarch Athenagoras of the Eastern Orthodox Church, Valada found himself in Pope Paul's path as the Pontiff made his departure. Vadala held out the medal to be blessed, but was in for a surprise.

"For me?" said the Pope, taking the medal and depositing it in his robes. But before the startled NBC cameraman could recover, the medal he had lost had been replaced by a silver medal, one usually reserved for high church officials.

"I'm well ahead of the game," says Vadala with a smile. The object of the surprise exchange now occupies a special place in his collection of medals and rosaries that have been blessed by three Popes.

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CAST AND CREDITS FOR 'ABE LINCOLN IN ILLINOIS'

In Color on 'Hall of Fame' Feb. 5

Program: "Abe Lincoln in Illinois" on "The Hallmark
Hall of Fame"

Time: NBC-TV color program Wednesday, Feb. 5
(7:30-9 p.m. EST)

Star: Jason Robards Jr.

Producer-Director: George Schaefer

Television Adaptation by Robert Hartung, of Robert E. Sherwood's
Pulitzer Prize-winning play.

Scenery: Warren Clymer

Costumes: Noel Taylor

Associate Producer: Robert Hartung

Makeup: Robert O'Bradovich

* * *

Sponsor: Hallmark Cards Inc.

Agency: Foote, Cone and Belding

Produced by Compass Productions Inc.

NBC Press Representative: Betty Lanigan, New York.

* * *

THE CAST

Abe Lincoln.....Jason Robards Jr.
Mary Todd Lincoln.....Kate Reid
Joshua Speed.....James Broderick
Judge Bowling Green.....Hiram Sherman
Ninian Edwards.....Douglas Watson
Billy Herndon.....Burt Brinckerhoff
Seth Gale.....Roy Poole
Mr. Crimmin.....Staats Cotsworth

(more)

Ann Rutledge.....Mildred Trares
Mentor Graham.....William Hansen
Jack.....James Congdon
Jasp.....Don Gantry
Nancy Green.....Nan McFarland
Mrs. Elizabeth Edwards.....Joan Hotchkis
Aggie Gale.....Toni Darnay
Stephen A. Douglas.....Jack Bittner
Robert Lincoln.....Tom Slater
Willie Lincoln.....Casey Peters
Barrick.....Harry Ellerbe
Sturveson.....Frederic Tozere
Bab.....Martin Newman
Edwards' Maid.....Anita Bayless
Tad Lincoln.....Mark Kearney

* * *

THE STORY

Awkward unsuccessful Abraham Lincoln (Robards) of New Salem, Illinois, is approached by political leaders in his state to enter politics, a career which interests him little. To prove himself worthy of young Ann Rutledge (Miss Trares), the backwoods lawyer commits himself to a political career, but does poorly when her death removes the initial impetus of his venture. Later, Lincoln calls off his marriage to ambitious Mary Todd (Miss Reid), who spurs him to realize his natural statesmanlike talent. Later, a chance encounter on the

(more)

prairie with a Westward-bound pioneer makes him realize he cannot escape his commitment to his principles. Momentous events follow -- his turbulent marriage to Mary Todd, his entrance on the national political scene and his election to the Presidency, when he leaves Springfield, Ill., for the last time.

JASON ROBARDS JR.

JASON ROBARDS JR. (Abe Lincoln) -- Jason Robards Jr. won overnight prominence in the theater when he starred on Broadway in Eugene O'Neill's "The Ice Man Commeth" as Hickey, the salesman. Later the play was presented on television in two separate two-hour productions, in which he starred. Winner of Broadway's Tony Award for his title role in "The Disenchanted," Robards also starred in "Long Day's Journey into Night," "Big Fish, Little Fish" and "A Thousand Clowns." Robards will star this season in Arthur Miller's new drama, "After the Fall," the first production of the new Lincoln Center Repertory Company in New York City.

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NBC-New York, 1/22/64

NBC-TV NETWORK PROGRAM

THE TARRIERS TO PERFORM ON 'TWTWTW'

The Tarriers will be guests on NBC-TV's "That Was the Week That Was" Friday, Jan. 24 (9:30 p.m. EST).

The vocal-instrumental trio specializes in folk music and consists of Eric Wiseberg, Clarence Cooper and Marshall Brickman. They appeared on the special one-hour preview of the "TWTWTW" series last November.

Robert Morse, as announced, is a guest on the same Jan. 24 telecast.

NBC-New York, 1/22/64

January 23, 1964

TIMEX AND CONSOLIDATED CIGAR ARE THE CO-SPONSORS
OF FIVE COMPLETELY SOLD DANNY THOMAS COLOR
SPECIALS ON NBC-TV IN 1964-65 SEASON

Complete sponsorship of five Danny Thomas color specials on NBC-TV during the 1964-65 season was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The co-sponsors are Timex Watches, through Warwick & Legler, Inc. and Consolidated Cigar Corp., makers of Muriel and Dutch Masters cigars, through Papert, Koenig, Lois Inc. and Lennen & Newell.

As previously announced, Danny Thomas has signed a long-term contract with the NBC Television Network to star in a series of one-hour specials. In addition to appearing on the programs, he will take an active part in their production. Top guest stars will participate. Times and dates of the specials will be announced later.

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NBC TELEVISION NETWORK NEWS

January 23, 1964

NBC-TV STARS BILL DANA AND GARY LOCKWOOD TO BE HONOR GUESTS
AT ST. PAUL WINTER CARNIVAL JAN. 25-26

NBC-TV stars Bill Dana and Gary Lockwood will be guests of honor this weekend (Jan. 25 and 26) at the annual Winter Carnival in St. Paul, Minn.

Dana, star of "The Bill Dana Show" (Sundays 7-7:30 p.m. EST), will reign in the grand parade as King Boreas Jose Jiminez, ruler of Jokum and Jilarity. Both he and Lockwood also will make guest appearances on KSTP-TV, NBC-affiliate in St. Paul-Minneapolis.

The NBC-TV stars' activities in the carnival will be taped for showing as a segment of Bud Palmer's "NBC Sports Special" Saturday, Feb. 1 (NBC-TV, 4:30-6 p.m. EST).

Lockwood, who plays the title role in NBC-TV's "The Lieutenant" (Saturdays 7:30-8:30 p.m. EST), will go to New York after the St. Paul festivities for personal appearances on NBC-TV Network shows including "Today," "Tonight," "Concentration," "Missing Links" and "Say When."

The stars' appearances at the St. Paul Winter Carnival were arranged by the NBC Promotion Department in conjunction with carnival officials and station KSTP-TV.

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January 22, 1964

NBC NEWS NOTES

Welles Hangen, NBC News correspondent in Bonn, tells this anecdote, widely circulated in Western Europe, as an indication of the conditions of the railroad industry behind the Iron Curtain: "A Bulgarian railway man couldn't take it any more, and decided to end his life by lying down in the path of a scheduled train. He died of over-exposure."

* * *

Whenever Jim Hurlbut, NBC News reporter in Chicago, views that natural phenomenon called the "northern lights," or, more technically, the Aurora Borealis, it brings back memories of his boyhood and, particularly, the circus.

"There was one circus act," Hurlbut recalled recently on "Emphasis" (series of comment heard 40 times weekly on NBC Radio), "that consisted of a lady who flitted about, waving a vast quantity of diaphanous veils in fluttering, undulating ripples, highlighted by vari-colored spotlights. She called herself Rorie Borie Alice."

* * *

Bob Butterfield, a member of the NBC News crew assigned to cover Pope Paul's trip to the Holy Land, celebrated what will no doubt be the longest birthday of his life on Jan. 7. That was the day he embarked on a flight back to New York from Tel Aviv. On the flight, he picked up seven hours, giving him a 31-hour birthday.

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January 24, 1964

WILLIAM F. STORKE IS APPOINTED DIRECTOR,
PROGRAM ADMINISTRATION, NBC-TV NETWORK

FOR RELEASE MONDAY, JAN. 27

William F. Storke has been appointed Director, Program Administration, NBC Television Network, it was announced today by Mort Werner, Vice President, Programs, NBC-TV.

Mr. Storke replaces Giraud Chester, who has resigned.

Mr. Storke, who has been Director, Participating Program Sales, since April, 1959, joined NBC July, 1948, in the Hollywood Guest Relations Department. He became a commercial editor in the Continuity Acceptance Department in February, 1949, and was later promoted to Assistant Manager and Commercial Editor.

He joined the Television Network Sales Department on the West Coast in June, 1953, and two years later was transferred to New York as a participating programs salesman. He was promoted to Administrator, Participating Program Sales, in November, 1957.

Mr. Storke was born in Rochester, N.Y., and was graduated from the University of California at Los Angeles in 1948. During World War II he served in the Navy. He, his wife and their children, Victoria, 3½, and Adam, 1½, live in Manhattan.

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January 24, 1964

EDUCATORS ACROSS COUNTRY INVITED TO CLOSED-CIRCUIT ADVANCE
VIEWING OF 'ABE LINCOLN IN ILLINOIS,' HALLMARK COLOR DRAMA

Educators across the country are being invited to attend a closed-circuit advance screening of NBC-TV's "Hallmark Hall of Fame" color presentation, "Abe Lincoln in Illinois," Saturday, Feb. 1.

The program will be telecast four days later -- Wednesday, Feb. 5 (7:30-9 p.m. EST). Jason Robards Jr. has the title role in this adaptation of Robert Sherwood's Pulitzer Prize-winning drama.

Copies of a study guide to the program, prepared by the National Council of Teachers of English, are being sent to schools for student use and to NBC-TV affiliate stations for distribution at the closed-circuit showing.

The closed-circuit preview will be shown from 2:30-4 p.m. EST in the East and Mid-West and repeated at 5:30 p.m. EST for viewing on the West Coast. Teachers of English, drama and history from junior high schools, high schools and colleges in the various station areas will be invited to the closed-circuit showings.

"Abe Lincoln in Illinois" covers the 30 years in Lincoln's life from 1830 to 1860, at which time he left Springfield, Ill. for Washington, D. C. and the Presidency. The program was produced and directed by George Schaefer.

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NBC COLOR TELEVISION NEWS



January 24, 1964

ENGLAND'S DIRK BOGARDE TO MAKE HIS U.S. TV DRAMA DEBUT
IN 'LITTLE MOON OF ALBAN' ON 'HALLMARK HALL OF FAME'

To Play Opposite Julie Harris in New Color Production;

Alan Webb and Liam Redmond Also Signed for Cast

Dirk Bogarde, English motion picture star, will make his U. S. television debut in a dramatic role in "Little Moon of Alban" on the Wednesday, March 18 "Hallmark Hall of Fame" color telecast (NBC-TV, 7:30-9 p.m. EST). Bogarde will play opposite Julie Harris in the role of Kenneth Boyd, a critically wounded British soldier.

Miss Harris, as announced, will play the role of Brigid Mary, a nursing sister, in the new production of the James Costigan drama. Originally presented on the "Hallmark Hall of Fame" in 1958, at which time it was awarded 12 major TV citations, the new production of "Little Moon of Alban" will be produced and directed by George Schaefer.

Also signed for the new production are Alan Webb, currently appearing on Broadway in "The Chinese Prime Minister," and the well-known Irish actor Liam Redmond. Webb will play Dr. Clive and Redmond will be seen as Father Curran in the drama set in Ireland during the Irish Rebellion of 1916-21.

Redmond was seen earlier this season as Gonzalo in Hallmark's presentation of the Shakespearean classic "The Tempest."

(more)

Bogarde, a favorite in English films for the past 10 years, drew critical applause for his performance in the new motion picture "The Servant" soon to be released in New York. A former scenic designer and commercial artist, Bogarde began his acting career during World War II. His most recent triumph in the role of a "gentleman's gentleman" in "The Servant" -- the film which Great Britain will enter in the Venice Film Festival -- finds him in a malevolent role, a departure for the handsome actor who is more often found as a romantic lead.

"Little Moon of Alban" is the story of a deeply religious girl's struggles to regain her faith, after it is shaken by the deaths of her father, brother and fiance in the fighting with the English. During an assignment to a hospital for English wounded, she meets an enemy officer whose bitterness is equal to her own. His challenge to her belief in the face of tragedy and her own insecure grasp on faith provide the theme for the poignant drama.

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NBC-New York, 1/24/64

NBC TELEVISION NETWORK NEWS

January 24, 1964

NBC-TV TO PRESENT LIVE COVERAGE OF LAUNCHING OF FIRST COMPLETE SATURN ROCKET

The NBC-TV Network will present live coverage of the launching of the first complete Saturn rocket -- the most powerful and most heavily instrumented rocket ever launched by the United States -- which is expected to take place Monday, Jan. 27 between 10 a.m. and 12 noon EST.

The Saturn (SA-5) rocket will be launched by the National Aeronautics and Space Administration from Launch Complex 37B at the John F. Kennedy Space Center in Florida. This will be the first time the huge launch complex is being used.

Frank McGee will be anchorman for the special NBC News program, with NBC News correspondent Herb Kaplow reporting from Cape Kennedy. Chet Hagan will be the producer in New York.

The SA-5 vehicle is 164 feet tall and will weigh about 1,124,000 pounds at liftoff. It will have a thrust of 1,500,000 pounds. This will be the fifth Saturn to be fired, but the first version of the vehicle in which the second stage is live and in which an earth orbital capability exists. If all systems perform as expected, an inert payload of 38,000 pounds will be placed in orbit. Later Saturn vehicles will launch early unmanned models of the Apollo command and service modules.

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CORRECTION ON NBC-TV NETWORK FEBRUARY COLOR BROADCAST SCHEDULE

Thursday, Feb. 13

10-11 p.m.

Kill: "Perry Como's Kraft Music
Hall." Program will be telecast
in black and white only.

NBC-New York, 1/24/64

January 27, 1964

CORN PRODUCTS AND KIMBERLY-CLARK BUY SPONSORSHIP TOTALING
ALMOST \$1,000,000 IN NBC-TV DAYTIME SHOWS

Corn Products Co. and Kimberly-Clark Corp., have purchased sponsorship totaling almost \$1,000,000 in NBC-TV daytime programs, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Corn Products, through its agency, Lennen & Newell, has placed 52-week orders in "Truth or Consequences" and "Merv Griffin's Word for Word." The order began Jan. 6 in both programs.

Kimberly-Clark has purchased sponsorship in "The Match Game" for 52 weeks starting March 6. The order was placed through Foote, Cone & Belding.

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NBC TRADE NEWS

January 27, 1964

SPONSORSHIP IN 12 NBC-TV NIGHTTIME SHOWS BOUGHT BY S. C. JOHNSON & SONS INC.

S. C. Johnson & Sons Inc. has purchased sponsorship in a dozen NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Johnson order spans the first six months of 1964. The programs are "The Bill Dana Show," "Monday Night at the Movies," "Sing Along with Mitch," "Mr. Novak," "The Richard Boone Show," "Espionage," "Eleventh Hour," "Temple Houston," "International Showtime," "The Lieutenant," "The Joey Bishop Show" and "Saturday Night at the Movies." Benton & Bowles placed the order.

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January 27, 1964

A 'WALKING TV STATION' THAT RELAYS PICTURES DIRECT FROM LOCATIONS OF NEWS EVENTS WITHOUT CABLE LINK IS DESIGNED FOR NBC BY RCA FOR FIRST USE IN CONVENTION COVERAGE

A "walking TV station" that relays television pictures direct from the locations of news and other events without the customary cable connection was designed for the National Broadcasting Company by the Radio Corporation of America for first use in NBC-TV's coverage of the upcoming major political conventions.

This newest development in TV broadcast equipment, designed to NBC's specification, combines a small TV camera and microwave transmitter in a lightweight pack unit which is carried by the cameraman.

When the system is in operation, TV pictures made by the camera are beamed up to several hundred feet to a microwave receiver, giving the cable-free cameraman a high degree of mobility. From the receiving point, the picture signal is handled in the usual way for broadcast. A special antenna is available to increase the range to 20 miles.

The new camera-transmitter combination was announced by C. H. Colledge, Division Vice President and General Manager, RCA Broadcast and Communications Products Division, which will market it to broadcast stations and other commercial users of TV equipment.

(more)

Eight units are being built for the NBC-TV Network by the RCA Communications Systems Division, Camden, N. J., which designed the equipment.

In addition to TV coverage of news, sports and other special events, the portable unit could serve such military uses as artillery fire spotting and surveillance, its designers point out.

The TV camera, which is equipped with a zoom-type lens for closeups, is supported by a lightweight metal harness which the cameraman wears around his waist. For additional support, the camera is mounted on a metal linkage so that it can be raised above crowds and held there without discomfort to the cameraman.

The camera operator checks his picture by watching an electronic viewfinder positioned near his eye level on top of the camera control equipment. The finder uses a three-inch kinescope tube and a picture magnifier for easy viewing.

From the camera the picture signal moves over a cable to the microwave transmitter which is carried pack-like on the cameraman's back. A vertical antenna resembling a small stove pipe radiates the signal in an omni-directional pattern. The antenna also includes a miniature microwave reflector which can be aimed at the receiver to improve the transmission.

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NBC-New York, 1/27/64

NBC-TV NETWORK PROGRAM

LAUNCHING OF TWO-STAGE SATURN ROCKET, RESCHEDULED

FOR JAN. 29, WILL BE COVERED LIVE BY NBC-TV

The launching of a two-stage Saturn rocket that may hurl the world's largest satellite into orbit, rescheduled for Wednesday, Jan. 29 (no earlier than 10 a.m. EST), will be covered live on the NBC Television Network.

The launching of the huge Saturn rocket from a new pad at Cape Kennedy, Fla., was originally set for today (Jan. 27), but was postponed two days because of technical difficulties.

Frank McGee will be anchorman in New York for this special NBC News program, which will be sponsored by the Gulf Oil Corporation. NBC News correspondent Herb Kaplow will report from Cape Kennedy. Chet Hagan will be the producer in New York.

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NBC-New York, 1/27/64

NBC TELEVISION NETWORK NEWS

SECRETIVE JUST-AFTER-DAWN TRANSACTION AT BERLIN WALL PLAYED BIG PART IN OBTAINING 'CUBA: BAY OF PIGS' INVASION FILM

A secretive just-after-dawn transaction at the Berlin Wall played a large part in securing some of the authentic films of the invasion at Bay of Pigs, Cuba, which will be seen on the "NBC White Paper" telecast, "Cuba: Bay of Pigs," Tuesday, Feb. 4 (10-11 p.m. EST).

Producer Fred Freed and associate producer Len Giovannitti learned, through NBC contacts in West Germany, of a source for particularly comprehensive films of both the invaders at the Bay of Pigs and Castro's militia men engaged in combat. The negotiations which followed took on overtones of a cloak-and-dagger thriller.

In order to secure the films from East Germany, a number of precautions had to be taken not to endanger anyone involved in the transaction. The film had to be purchased on two hours' notice.

An NBC representative in West Berlin met the deadline for the transaction at a designated point at the Berlin Wall to the satisfaction of both parties. The conditions under which the exchange was made can best be described as sensitive, according to Mr. Freed. The authentic footage which was secured plays a major part in tracing the Bay of Pigs story for this "NBC White Paper."

Chet Huntley is reporter for "Cuba: Bay of Pigs," which will be followed by the second program on American foreign policy concerning Cuba -- "Cuba: the Missile Crisis" on Sunday, Feb. 9 (10-11 p.m. EST).

The "NBC White Paper" programs are presentations of Creative Projects, NBC News, Irving Gitlin, Executive Producer.

-----o----- NBC-New York, 1/27/64

January 28, 1964

NBC-TV AND RADIO SHOWS AND PERSONALITIES WIN 24 FIRST PLACE
HONORS IN ALL-AMERICAN AWARDS POLL, EXCEEDING
COMBINED TOTAL OF OTHER NETWORKS

NBC Television and Radio programs and personalities won 24 first-place awards -- more than the combined total of the other networks -- in the 22nd annual All-American Awards Poll announced in the Jan. 28 issue of Radio-Television Daily.

NBC won 14 of 25 first-place awards in television balloting, and won 10 of 19 first-place awards in radio voting.

Andy Williams was voted television's "Man of the Year" for his series on NBC-TV, and Nancy Dickerson was voted radio's "Woman of the Year" for her news reporting on the NBC Radio Network.

A total of 443 radio and television critics, feature writers and editors serving America's leading publications voted in the All-American Awards poll.

Andy Williams also was selected "Vocalist of the Year (Male)" and his program was named "Musical Show of the Year."

The TV "Documentary of the Year" award went to NBC-TV's special presentation of "That Was the Week That Was" for its tribute to the late President Kennedy, telecast Nov. 24, two days after the assassination.

NBC-TV won both awards in the "Most Promising New Talent" categories: James Franciscus of "Mr. Novak" for the male award and Bethel Leslie of the "Richard Boone Show" for the female award.

(more)

For the third consecutive year, "Bonanza" was named "Western of the Year." "Sing Along with Mitch" vocalist Leslie Uggams scored again as female "Vocalist of the Year."

"Walt Disney's Wonderful World of Color," for the third year in a row, won a major award -- this year for "Color Program of the Year."

"G-E College Bowl" on NBC-TV was chosen "Audience Participation and Panel Show of the Year." Other awards went to Joe Garagiola as both TV and radio "Sportscaster of the Year," and to "Exploring" for TV "Children's Show of the Year."

The "Richard Boone Show" won two awards: "Dramatic Show of the Year" and "Best New Program Idea."

NBC Radio's "Monitor" won six awards: Jonathan Winters for his comedy appearances, "Monitor" host Frank McGee as "Commentator of the Year," "Monitor" sportscaster Joe Garagiola, "Monitor" comedy-commentators Al Capp and Selma Diamond for "Most Promising New Talent" (male and female) and "Monitor" producer Robert Maurer as "Producer of the Year."

Other NBC Radio awards went to "Toscanini -- The Man Behind the Legend" for "Musical Show of the Year," "Experiment in Drama" for "Best New Program Idea" and Peter Flynn, Director of "Emphasis" for "Director of the Year."

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NBC-New York, 1/28/64

January 28, 1964

KIRSCH CO., ENTERING DAYTIME NETWORK TV, BUYS
SPONSORSHIP IN TWO NBC SHOWS

The Kirsch Company, entering daytime network television for the first time, has purchased sponsorship in NBC-TV's "Loretta Young Theatre" and "Concentration," it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The order begins March 8 and spans eight weeks. The agency for Kirsch is McManus, John & Adams.

Kirsch manufactures drapery hardware, venetian and vertical blind hardware and refrigeration components.

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NBC TRADE NEWS

January 28, 1964

NBC'S MORT WERNER TO SPEAK BEFORE CINCINNATI ADVERTISING CLUB

Mort Werner, Vice President, Programs, NBC Television Network, will speak before the Cincinnati Advertising Club on Wednesday, Feb. 5.

The invitation to Mr. Werner was extended through James H. Burgess, Vice President and General Manager, Station WLW-TV, the NBC-TV affiliate in Cincinnati.

Mr. Werner will discuss the network's dramatic programs, examining the social impact of such NBC-TV series as "Dr. Kildare," "The Eleventh Hour" and "Mr. Novak."

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January 28, 1964

JAMES MERRICK IS APPOINTED DIRECTOR,
NBC PRODUCTIONS, TV NETWORK

James Merrick has been appointed Director, NBC Productions, Television Network, for the National Broadcasting Company, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

Merrick will report to Felix Jackson, Vice President, NBC Productions, with headquarters at the network's Burbank, Calif., facilities, and he will be associated with Jackson in the development and production of NBC-owned series.

Merrick, who joined NBC in December, 1960, was a Manager in the Program Department on the West Coast.

Before joining NBC, Merrick was a talent agent, an associate producer on "Ford Startime" and a casting director on "Philco-Goodyear Playhouse," "Studio One" and "The Kaiser Aluminum Hour."

He attended Columbia University and several drama schools in New York City, and was an actor on the New York stage. He resides in Studio City, Calif.

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NBC TELEVISION NETWORK NEWS

January 28, 1964

NORTHWEST DRAMA CONFERENCE TO DEVOTE ENTIRE DAY TO "NBC CHILDREN'S THEATRE"

The "NBC Children's Theatre" will be spotlighted at the Northwest Drama Conference" Feb. 7, when virtually the entire day of the Children's Theatre Division annual meeting will be given over to it. The Conference will be held at the University of Oregon, Eugene, Ore., Feb. 6-8.

George A. Heinemann, who created "NBC Children's Theatre" and is its executive producer, will address an all-Conference luncheon on "The NBC Children's Theatre: Purposes, Problems and Prospects." Mr. Heinemann is NBC Manager of Public Affairs.

A panel discussion of the NBC-TV program will follow Mr. Heinemann's address. Panelists will include representatives of the national Children's Theatre Conference of the American Educational Theatre Association and other organizations.

The program that launched "NBC Children's Theatre" last Nov. 3, "Quillow and the Giant," a musical adaptation of a James Thurber fable, will be shown to members of the Conference via closed circuit at Station WVAL, Eugene. The hour-long color program was hailed by the press variously as "best show in years for the very young," "a doll of a little-kids show" and "an enchanting musical adaptation."

During the current season, "NBC Children's Theatre" is offering four full-hour color specials. The third, "Robin Hood," will be telecast Saturday, Feb. 15 (12 noon-1 p.m. EST).

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NBC TELEVISION NETWORK NEWS

January 28, 1964

NBC TO PRESENT TAPE OF SOLEMN PONTIFICAL REQUIEM HIGH MASS
TO JOHN F. KENNEDY MEMORIAL LIBRARY FUND

NBC will present to the John F. Kennedy Memorial Library Fund in Boston a tape of the Solemn Pontifical Requiem High Mass in memory of President Kennedy at Boston's Holy Cross Cathedral, which was televised live on the NBC-TV Network in a special two-hour program, "Boston's Memorial to John F. Kennedy," Sunday, Jan. 19.

Richard Cardinal Cushing, Archbishop of Boston, celebrated the Mass. Erich Leinsdorf conducted the Boston Symphony Orchestra, vocal soloists and chorus in a performance of Mozart's Requiem Mass in D Minor.

George A. Heinemann produced the special program. Don McDonough directed.

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NBC TELEVISION NETWORK NEWS

January 28, 1964

'NBC WHITE PAPER' ON 'CUBA: THE MISSILE CRISIS' RELATES THE MOMENTOUS EVENTS OF 15-DAY 1962 PERIOD

A crucial 15-day period in recent United States history is chronicled in "Cuba: The Missile Crisis," the second of two "NBC White Paper" TV specials on Cuba, Sunday, Feb. 9 (10-11 p.m. EST). (Part One -- "Cuba: Bay of Pigs" -- will be presented on NBC-TV Tuesday, Feb. 4, 10-11 p.m. EST.)

Chet Huntley is reporter on the "White Paper" programs on Cuba, which are produced and written by Fred Freed as presentations of Creative Projects, NBC News. Irving Gitlin is executive producer of Creative Projects.

The report on the missile crisis begins in the Fall of 1961, when forces started to take shape which could have pushed the United States into a nuclear showdown with the Soviet Union, and includes an analysis of the Soviet reasons for placing the missiles in Cuba. Dr. Herbert Dinnerstein, Soviet specialist of the Rand Corporation says: Khrushchev saw a way in Cuba to restore the credibility of the Soviet missile threat, since the United States had built up a missile gap and had the capacity to make this gap greater. Jean Daniel, French journalist who had an exclusive interview with Castro, reports: "From Castro's point of view, regardless of the reason for placing the missiles in Cuba, once they were there he believed Khrushchev would have to protect him." The program will show how initial United States official reaction to reports that offensive missiles were being installed in Cuba

(More)

was cautious because the reports were inconclusive.

On Oct. 14, 1962, a U-2 reconnaissance plane returned to the United States with photos of Soviet medium range missiles in Cuba -- and the "White Paper" presents a virtual hour-by-hour account of the firmness with which the United States moved.

Included in this part of the report will be an analysis of how the decision was made as to what action the United States should take; the period of secrecy from the time of the decision to the time that President Kennedy addressed the nation on the developments. In his speech, the President outlined the situation in Cuba and indicated the course of action he had decided to take. The report covers the period of increased tension following the President's speech until word came through on Sunday morning, Oct. 28, that Khrushchev had agreed to remove the missiles.

NBC News correspondents Martin Agronsky, Ray Scherer, Peter Hackes and Elie Abel will relate the significant events of the crisis.

The telecast of "Cuba: the Missile Crisis" will be sponsored by the Xerox Corporation.

-----NBC-TV PROGRAM HIGHLIGHT -- FEB. 9-----

"CUBA: THE MISSILE CRISIS" -- The second of two "NBC White Paper" specials on Cuba prepared by Creative Projects, NBC News, tracing events of a crucial 15-day period in recent U.S. history.

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NBC-New York, 1/28/64

ROBERT GORALSKI IS NAMED NBC NEWS' WHITE HOUSE CORRESPONDENT

Robert Goralski, an NBC News correspondent in Washington, has been named NBC News' White House correspondent, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

Goralski fills the post at 1600 Pennsylvania Avenue that has been held by Sander Vanocur since 1961. Vanocur will continue to be the reporter on NBC News' TV "Saturday Night Report" and will cover developments on the general political scene leading up to this year's national political conventions and elections. On special assignment, he will report on the activities of Gov. William Scranton of Pennsylvania, an unannounced but much-mentioned prospect for the Republican Presidential nomination.

Goralski is no stranger to the White House. Since he joined NBC News in the nation's capital in 1961, he has filled in for Vanocur on weekends.

Goralski was born Jan. 2, 1928, in Chicago. He was graduated from the University of Illinois in 1949 with a bachelor of science degree in journalism. For the next four years he was a production adviser for Radio Free Asia and the Asia Foundation, both in San Francisco.

In 1957, Goralski moved to Washington to work with the Voice of America, and covered former President Eisenhower's trip to Asia in 1960. He left that organization in 1961, at which time he was chief of VOA's Burma desk.

When Goralski joined NBC News in Washington in August, 1961, he worked on "Monitor," "World News Roundup" and other NBC News programs.

He lives in Falls Church, Va., with his wife, the former Margaret Anne Walton, of Wilton Junction, Iowa, and their two children, Douglas, 7, and Dorothy, 6.

NBC TELEVISION NETWORK NEWS

January 28, 1964

THEME MUSIC ON NBC-TV

Following is a partial list of titles and composers of theme music on NBC-TV Network programs:

"The Andy Williams Show" -- "Moon River," by Johnny Mercer and Henry Mancini.

"Bell Telephone Hour" -- "The Bell Waltz," by Donald Voorhees.

"Bonanza" -- "Bonanza," by Jerry Livingston and Ray Evans.

"The Bullwinkle Show" -- "The Bullwinkle Theme," by Fred Steiner.

"Chrysler Presents a Bob Hope Comedy Special" -- "Thanks for the Memory," by Ralph Rainger and Leo Robin.

"Concentration" -- "Concentration Theme," by Al Fannelli.

"Dr. Kildare" -- "Dr. Kildare Theme," by Jerrald Goldsmith.

"The Doctors" -- "Cue 56," by Robert Cobert.

"The Eleventh Hour" -- "Eleventh Hour Theme," by Harry Sukman.

"Exploring" -- "The Harlequin March," by Paul Nassau.

"Frontiers of Faith" -- "Christ Lay in the Bonds of Death," by Johann Sebastian Bach.

"Fireball XL5" -- "Fireball" and "XL5," by Barry Gray.

"Hazel" -- "Hazel," by Sammy Cahn and Jimmy Van Heusen.

"International Showtime" -- "Dumpy," by Paul Anka.

(more)

"The Jack Paar Program" -- "Everything's Coming Up Roses,"
by Jule Styne.

"The Joey Bishop Show" -- "Joey," by Sammy Cahn and Jimmy
Van Heusen.

"The Loretta Young Theatre" -- "Dear Loretta," by Harry
Lubin.

"Make Room for Daddy" -- "Londonderry Air," arranged by
Spencer-Hagen.

"The Match Game" -- "A Swinging Safari," by Bert Kaempfert.

"Merv Griffin's Word for Word" -- "I Think I've Been
Thinkin' About You," by Julann Griffin.

"Perry Como's Kraft Music Hall" -- "Dream Along with Me,"
by Carl Sigman.

"Say When" -- "Say When Theme," by Carmen Mastern.

"Sing Along with Mitch" -- "Sing Along," by Robert Allen.

"Sunday" -- "Trumpets for the King," by Kenny Graham.

"That Was the Week That Was" -- "That Was the Week That
Was," by Ronald Grainer.

"Today" -- "Misty," by Erroll Garner.

"The Tonight Show Starring Johnny Carson" -- "Johnny's
Theme," by Paul Anka.

"Truth or Consequences" -- "Get Happy," by Harold Larsen
and Ted Koehler.

"The Virginian" -- "Virginian Theme," by Max Steiner.

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NBC-New York, 1/28/64

OM THE NATIONAL BROADCASTING COMPANY

ty Rockefeller Plaza, New York, N. Y. 10020

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January 29, 1964

Attention Sports Editors

NBC RECEIVES EXCLUSIVE TELEVISION RIGHTS TO ALL GAMES
OF AMERICAN FOOTBALL LEAGUE FOR 5 YEARS,
STARTING WITH 1965 SEASON

The American Football League and the National Broadcasting Company today announced that NBC has been awarded exclusive television rights to all AFL games for five years, starting with the 1965 season.

Acquisition of the AFL games increases still further NBC's network leadership in sports coverage.

The contract was announced jointly by Joe Foss, AFL Commissioner, and Carl Lindemann Jr., Vice President, NBC Sports.

Mr. Lindemann said, "We are delighted to obtain the TV rights to American Football League games and to join the league in the growth of professional football."

Mr. Foss declared, "This is the biggest television contract in sports and is another step forward for the American Football League. The faith the National Broadcasting Company has shown in our future is a manifestation of the acceptance we have received from the general public."

The contract covers regular-season games and pre-season exhibitions during the five-year period. This will be the first time that NBC has televised AFL games since the formation of the league in 1960.

(more)

NBC also will telecast NCAA football on Saturdays during the 1964 and 1965 seasons. In the coming sports year, NBC-TV will cover other major attractions including the Summer Olympic Games in Tokyo, baseball's World Series, three New Year's Day Bowl classics -- the Sugar Bowl, Rose Bowl and Orange Bowl games, the National Open Golf Championship and the National Singles Tennis Championships.

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NBC-New York, 1/29/64

NBC COLOR TELEVISION NEWS



January 29, 1964

'TELEPHONE HOUR' TO CELEBRATE ITS 1,000TH BROADCAST

Shirley Jones to be Hostess for Program of Song

And Dance with Notable Performers

An outstanding series will set a record for longevity among musical programs when the "Bell Telephone Hour" presents its 1,000th broadcast on NBC-TV Tuesday, Feb. 25 (in color 10-11 p.m. EST). Participating in the celebration program of song and dance will be Shirley Jones as hostess and singing star, singers Jack Cassidy and Barbara McNair, ballet dancers Maria Tallchief and Nicholas Magallanes and concert pianists Robert, Gaby and Jean Casadesus. Donald Voorhees will conduct the Bell Telephone Orchestra.

This series' distinguished record started in April, 1940, on radio as a half-hour concert program. Voorhees was conductor, a position he has held with distinction ever since then. For 18 years the series brought NBC Radio audiences the finest in musical talent from the opera and concert worlds. In 1958 the familiar theme, the "Bell Waltz," was played on radio for the last time. On Jan. 12, 1959 the "Bell Telephone Hour" started on NBC Television.

Television provided the series with the opportunity for expansion, so that dance and musical comedy features could be included. The program also was expanded from its radio half hour to a full hour on television.

(more)

In the radio years, many eminent artists returned often to the series. They included Fritz Kreisler, who was persuaded to play on radio, a medium he had formerly shunned, Marian Anderson, Jascha Heifetz, Lily Pons, Josef Hoffmann, Maggie Teyte, Ezio Pinza, Oscar Levant, Jose Iturbi, Mary Martin, Bidu Sayao, John Charles Thomas, Robert Casadesus, Grace Moore, Eileen Farrell, Helen Traubel, Zino Francescatti, Bing Crosby, Victoria de los Angeles, Benny Goodman, Dorothy Kirsten, Marjorie Lawrence, Lauritz Melchior and Nelson Eddy among a list too long to enumerate.

On television, the series has presented such stars as Harry Belafonte, Joan Sutherland, Leontyne Price, Renata Tebaldi, Lisa Della Casa, Beatrice Lillie, Ray Bolger, Grant Johannessen, Janet Blair, Ginger Rogers, Ethel Merman, Isaac Stern, Margot Fonteyn, Maria Tallchief, Erik Bruhn, Thomas Mitchell, Jane Wyatt, Andre Eglevsky, Jane Wyman, Yehudi Menuhin, Robert Preston, Cesare Siepi, Rudolf Nureyev, Andres Segovia, Andre Previn, Peter Nero, Mischa Elman, Claudio Arrau, Birgit Nilsson, Patrice Munsel, Rise Stevens, Alfred Drake, Burl Ives, Mahalia Jackson, Patti Page, Pat Boone, Dorothy Collins, Ella Fitzgerald and Duke Ellington.

The "Bell Telephone Hour" on television is produced by Henry Jaffe Enterprises, with Barry Wood as executive producer. The show is designed by Peter Dohanos.

-----NBC-TV PROGRAM HIGHLIGHT FEB. 25-----

"BELL TELEPHONE HOUR" -- The 1,000th program of this noted series, with Shirley Jones as hostess, and singers Jack Cassidy and Barbara McNair, dancers Maria Tallchief and Nicholas Magallanes and concert pianists Robert, Gaby and Jean Casadesus. (Color)

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NBC-New York, 1/29/64

NBC TELEVISION NETWORK NEWS

January 29, 1964

NBC NEWS TV PROGRAM, "FLIGHT OF SATURN ONE," OFFERED
LIVE COVERAGE OF MOST POWERFUL ROCKET'S LAUNCHING
- - -
Gulf Oil Corporation Sponsored Special Telecast

The successful launching today (Jan. 29) of the powerful Saturn rocket, which placed the world's largest satellite in orbit, was covered live by the NBC-TV Network from lift-off to the announcement that orbiting was achieved.

The telecast included the first live pictures on a network from a TV camera mounted on a rocket. The camera, placed on the Saturn's second stage, showed the separation of the first and second stage and, later, views of the earth below. The Saturn I, the world's most powerful known rocket, placed in orbit an inert payload of 38,000 pounds.

The 18-minute (11:19-11:37 a.m. EST) program, "Flight of the Saturn One," was sponsored by the Gulf Oil Corporation. Frank McGee was the anchorman in New York and NBC News correspondent Herbert Kaplow reported from Cape Kennedy, Fla., the launch site. Chet Hagan was the producer in New York.

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NBC NEWS APPOINTS DAVID C. HOROWITZ

A CORRESPONDENT IN THE FAR EAST

David C. Horowitz, reporter and editor for NBC News, New York, has been appointed an NBC News correspondent in the Far East, it was announced today by Robert Northshield, General Manager, NBC News.

When he assumes his new post Feb. 1, Horowitz will become the third full-time NBC Newsman assigned to cover the area. The others are John Rich, senior Far East correspondent, based in Tokyo; and James Robinson, whose headquarters is in Hong Kong. Horowitz, who will be on roving assignments, will report to Robinson.

Horowitz joined NBC News on July 1, 1963, and since then has served as a writer for the "Huntley-Brinkley Report," editor on the NBC Central News Desk at network headquarters, editor of the NBC Radio Network's "News on the Hour," and an on-the-air radio and TV reporter.

Born in New York City on June 30, 1937, Horowitz was educated in local schools, graduating with honors from the New York School of Printing in 1955. He was the recipient of the Mayor's Award for the Most Outstanding High School Senior.

He earned his bachelor of arts degree with honors from Bradley University, Peoria, Ill., in June, 1959, and his master of science degree from the Medill School of Journalism at Northwestern University, Evanston, Ill., in December, 1960.

Horowitz began his full-time career in broadcast news with KRNT Radio and TV, Des Moines, Iowa, in December, 1960. He served as a reporter, interviewer, and photographer. Concurrently, he was a part-time Midwest reporter for WOR Radio, New York City, and a photographer for CBS News.

(more)

In 1962, he was selected as one of seven in the nation for a CBS fellowship at Columbia University where he spent the academic year in post-graduate study of international relations, public law, and government.

The following spring, he joined ABC as a writer-producer for radio and TV. Among his projects was a half-hour program, "Krebiozen -- Hope or Hoax for Cancer."

In August, 1962, he received an honorable discharge from the U. S. Naval Reserve after eight years of service.

Horowitz is a member of the Overseas Press Club of America, the National Press Photographers Association, the Sigma Delta Chi professional journalistic fraternity, the New York Deadline Club of Sigma Delta Chi, and the Radio-TV News Directors Association.

Prior to receiving his assignment in the Far East, he lived with his parents, Mr. and Mrs. Max L. Horowitz, in The Bronx.

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NBC-New York, 1/29/64

FIRST U.S. NETWORK TV COVERAGE FROM

WINTER OLYMPICS ON NBC'S "TODAY"

Televised highlights of today's (Jan. 29) opening ceremonies of the IX Winter Olympic Games at Innsbruck, Austria, transmitted via Telstar communications satellite, were presented on NBC-TV's "Today" show this morning at 8:36 a.m. EST in the first network television coverage of the event.

The taped scenes showed Dr. Adolph Schaerf, President of Austria, and the Canadian and Korean teams entering the Bergisel ski jump stadium. The opening ceremonies, which started at 5 a.m. EST, were transmitted via satellite at 7:48 a.m. EST and taped in New York for presentation on "Today."

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NBC-New York, 1/29/64

January 30, 1964

HUMBLE OIL TO SPONSOR NBC NEWS COLOR SPECIAL ON AUSTRALIA

Australia and her dynamic, fun-loving, hard-working people will be the subject of a full-hour NBC News color special to be telecast on the NBC-TV Network Tuesday, March 31 (10-11 p.m. EST).

Chet Huntley will be the reporter on the program, titled "Changing Matilda: The New Australia," to be produced by Gerald Green. The sponsor will be the Humble Oil and Refining Company (through McCann-Erickson Inc.).

"Most Americans think of Australia as the land of the kangaroo and boomerang," says Huntley. "However, we dismiss these cliches in the opening minutes of the program. Instead, our color camera crews in the two months they spent filming in Australia found a colorful, humorous and friendly people making up an enormous island of Western civilization surrounded by exploding Asia, and not very worried about it. This will be the story we will tell."

The special telecast will focus on four aspects of modern Australia: the post-war surge of European immigrants, the barren interior land, the country's effort to draw closer to Asia and Australia's national character.

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SENATOR GALE McGEE HAILS 'TW3' AS 'STEP IN RIGHT DIRECTION'
TOWARD SATIRE AND SOCIAL CRITICISM ON TELEVISION

WASHINGTON, D. C. -- Senator Gale W. McGee (D.-Wyo.) has hailed NBC-TV's "That Was the Week That Was" as "a step in the right direction" toward satire and social criticism on television.

After addressing the Washington Chapter of the Academy of Television Arts and Sciences, Senator McGee was asked by a member of the audience if he thought broadcasting might produce "a voice in our time" to serve the same function as H. L. Mencken did in the 1920's. The senator replied that he thought NBC-TV's "TW3" was approaching that goal and is an "encouraging effort."

("That Was the Week That Was" is telecast Fridays 9:30-10 p.m. EST.)

NBC-1/30/64

NBC OPERA COMPANY CANCELS PRODUCTION OF 'SECRET OF SUZANNE'

The NBC Opera Company production of "The Secret of Suzanne" by Wolf-Ferrari has been canceled due to the illness of producer Samuel Chotzinoff. The one-act, one-hour presentation was scheduled for Feb. 23.

The next presentation of the NBC Opera Company will be a repeat showing of the complete "St. Matthew Passion" by Bach in a three-hour color program Sunday, March 22 (1-4 p.m. EST).

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NBC-New York, 1/30/64

January 31, 1964

MYRON WEINBLATT IS NAMED DIRECTOR, PARTICIPATING PROGRAM
SALES, NBC TELEVISION NETWORK

Myron (Mike) Weinblatt, Manager, Participating Program Sales, has been named Director, Participating Program Sales, NBC Television Network, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

Mr. Weinblatt replaces William F. Storke, who, as previously announced, was appointed Director, Program Administration.

Mr. Weinblatt joined NBC in 1957 as Supervisor, Business Affairs, Design Art and Scenic Design Production. A year later he was appointed Manager, Business Affairs, Facilities Operations, and in 1959 became Manager, Planning and Financial Evaluation, Television Network Business Affairs.

In September, 1962, Mr. Weinblatt was named Director, Pricing and Financial Services, Television Network Business Affairs and two months later, he moved up to Manager, Participating Program Sales.

A graduate of Syracuse University, Mr. Weinblatt served in the Counter Intelligence Corps of the U. S. Army in Japan from 1951 to 1953. He was Assistant to the General Manager of Kramer-Trenton Air Conditioning Co. of New Jersey before coming to NBC.

Mr. Weinblatt and his wife, the former Annie Jaller of Paris, France, live in Springfield, N. J. They have two sons.

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NBC TRADE NEWS

January 31, 1964

JAMES SEABORNE JOINS NBC IN BURBANK AS MANAGER, FILM PROGRAM OPERATIONS

James Seaborne has joined the National Broadcasting Company in Burbank as Manager, Film Program Operations, it was announced today by Norton D. (John) Hinsey, Manager, Film Programs.

Mr. Seaborne succeeds James Merrick, who has been appointed Director, NBC Productions, Television Network.

Mr. Seaborne formerly served with Compton Advertising and Ted Bates & Co. as a producer and packager of TV properties.

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NBC COLOR TELEVISION NEWS



January 31, 1964

'RETURN TO OZ,' ORIGINAL ANIMATED-CARTOON FANTASY WITH MUSIC,
IS FULL-HOUR NBC-TV COLOR SPECIAL SUNDAY, FEB. 9

"Return to Oz" is a full-hour TV color special that took many months to complete, and no rehearsals were needed for its star and cast.

The novel special is a musical animated-cartoon fantasy to be presented by the General Electric Company on NBC-TV Sunday, Feb. 9 (5-6 p.m. EST). The original script of "Return to Oz" was written by Romeo Muller. The completely new animated production is based on the famous Oz characters created by L. Frank Baum in "The Wonderful Wizard of Oz." Nine new songs -- with original lyrics and music composed by James Polack, Edward Thomas and Gene Forrell -- will be featured on the show.

Obviously, no rehearsals were needed for the animated characters. However, the production of "Return to Oz" employed the efforts of many persons for more than a year before the final product was ready for filming. The animation sequences required more than 160,000 drawings, which were created by 65 artists, who worked on the project for 12 months. Long before that time the special program was planned and the show's script, song lyrics and music were written. Then auditions were held for the actors whose voices would be used and the sound track was recorded.

In all, there were more than 125 people involved in the preparation and production of "Return to Oz." In addition to the animators, they included the cast (whose voices make the animated

characters speak and sing), the production staff, cameramen, technicians and others. The musical accompaniment was performed by a 60-piece symphony orchestra under the direction of noted conductor Edward Thomas.

The story concerns the adventures of Dorothy who receives a letter in Kansas supposedly from her friends -- Socrates the Strawman, Dandy the Lion and Rusty the Tinman -- imploring her to visit them. Donning her magic slippers, she is whisked to Munchkinville, where Glinda the Good Witch reveals the letter was actually written by Dorothy's nemesis, the Wicked Witch of the West. Dorothy sets out for the Emerald City to appeal to the Wizard for help, with Dandy, Socrates and Rusty joining her along the way. But the Wicked Witch, using her evil arts, places many dangerous pitfalls in their path.

The nine new songs that interlace the fantasy are: "I Wanna Go Back," "Moonbeam," "Everywhere In Oz," "We're Munchkins, Naturally," "He's a Dan, Dan, Dandy Lion," "I'm Heartless Through and Through," "You Can't Buy a Brain," "I'm a Wise Old Whiz of Wizard" and "The Wickedest, Wicked Old Witch."

Eleven-year-old Susan Conway, who supplies the voice of Dorothy, is an accomplished dramatic actress. A native of Toronto, Canada, the young performer has played many important TV roles on Canadian Broadcasting Company television dramatic presentations. Last year she wrote a children's TV show, which will be presented on CBC sometime this season. Susan, a seventh grade public school student, also attends classes for drama, piano and ballet instructions.

Others, whose voices make the animated characters sing and talk are Susan Morse, Larry Mann, Carl Banas, Alfie Scopp and Pegi Loder.

(more)

"Return to Oz" was produced by Videocraft International with Arthur Rankin Jr. as producer. Maxon Inc. is the advertising agency for General Electric Company.

NBC-TV PROGRAM HIGHLIGHT FEB. 9

"RETURN TO OZ": A fully animated original fantasy based on L. Frank Baum's "The Wonderful Wizard of Oz," features nine new songs and tells of Dorothy's return to Munchkinville and her later adventures as she tries to help her friends-- Dandy the Lion; Socrates the Strawman and Rusty the Tinman -- to visit the Wizard and escape from the Wicked Witch. (Color)

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NBC-New York, 1/31/64

CREDITS FOR 'RETURN TO OZ,' COLOR SPECIAL ON NBC-TV

Program: "Return to Oz."

Time: NBC-TV color special Sunday, Feb. 9 (5-6 p.m. EST).

Format: Fully animated musical fantasy of the further adventures of Dorothy in the land of Oz.

Producer: Arthur Rankin Jr.

Co-Producer: Jules Bass

Directors: F. R. Crawley, Thomas Glynn and Larry Roemer.

Writer: Original script by Romeo Muller based on L. Frank Baum's classic story, "The Wonderful Wizard of Oz"

Original Music and Lyrics by Gene Forrell, Edward Thomas and James Polack

Additional Music by George Wilkins

Introducing: Susan Conway as the voice of Dorothy

Featuring: Larry Mann, Alfie Scopp, Pegi Loder, Susan Morse and Carl Bannis as the voices of other characters.

Animators: Rod Willis, William Mason, Barry Nelson

Continuity Design: Howard Beckerman

Backgrounds: Dennis Pike

Produced by Videocraft International

Sponsor (and Agency): Housewares Division, General Electric Company (Maxon Inc.)

Preempts: "Mutual of Omaha's Wild Kingdom" (5-5:30 p.m. EST) and "G-E College Bowl" (5:30-6 p.m. EST) color programs.

NBC Press Representative: Al Cammann (New York)

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NBC-New York, 1/31/64

FILM COPY OF NBC-TV'S "THE REAL WEST" IS PRESENTED
TO EARLY WEST HISTORICAL ASSOCIATION

A film copy of "The Real West," the NBC-TV "Project 20" program first telecast March 29, 1961, has been presented to the Early West Historical Association at Joslyn Museum in Omaha, Neb.

The film was presented to the museum by Representative Glenn Cunningham (R.-Neb.) and Owen Saddler, Vice President and General Manager, KMTV, Omaha.

The documentary, narrated by the late Gary Cooper, drew wide acclaim and has been repeated twice on NBC-TV. The film was accepted by Larry Shoemaker, Chairman of the Early West Committee.

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NBC-New York, 1/31/64

CORRECTION FOR LIST OF THEME MUSIC ON NBC-TV

Percy Faith is composer of "Virginian Theme."
Max Steiner was incorrectly listed as composer. (List
was dated 1/28/64)

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NBC-New York, 1/31/64

January 31, 1964

THERE WAS A TWIST (OLIVER STYLE) TO LAD ON
PARIS SET OF NBC NEWS' FASHION SPECIAL

There was an Oliver Twist twist to the behind-the-scenes production of "Paris: The Story of High Fashion," the NBC News color special on NBC-TV Sunday, Feb. 16 (10-11 p.m. EST).

During the filming of the unprecedented step-by-step "biography" of the new Winter creations of famed couturier Pierre Cardin, a young Parisian boy made himself available for odd jobs -- running for coffee, sandwiches, and such. Soon he was indispensable to members of George Vicas's European Production Unit, which filmed the program.

Then, one morning, the unit discovered a valuable tape recorder missing. It was the same morning the boy failed to show up for work. A virtual dragnet, combining the forces of the European Production Unit (who wanted the recorder back) and France's famed Police Judiciare (who wanted the criminal), fanned out and uncovered the culprit, the recorder, and a bare fact of Parisian life.

The boy, it developed, was an incorrigible thief. His one deviation from the Oliver Twist legend, in fact, was the character of his boss. Contrasting with the infamous, crusty Fagin, the chief of his well-schooled band of thieves was an attractive 18-year-old girl.

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